



An Examination of the Influencing Factors Toward Customer Satisfaction:
Case Study of A Five Star Hotel in Bangkok, Thailand

Ms. Jing Jing Xie

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Marketing
Graduate School of Business

Assumption University

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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
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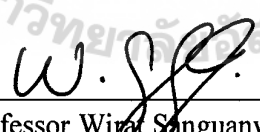
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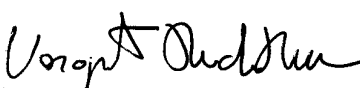
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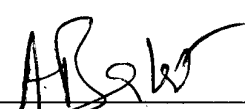
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Abstract

The hotel industry is one of the fastest growth sectors of the global economies; its significant contribution is seen to be on an upward trend, as evidenced even here in Bangkok where international hotel chains are opening its branches to reap the market rewards from this competitive industry. The purpose of this research project was to examine the influencing factors toward customer satisfaction. The case study of the researcher select is Shangri-La hotel five stars hotel in Bangkok, Thailand. In order to understand the relationship between the different variables, relevant theoretical and concepts were reviewed and synthesized to form the theoretical, conceptual framework and level of customer satisfaction.

The data was collect by a set of questionnaire distributed to four hundred customers at Bangkok Shangri-La hotel. Four hundred questionnaire forms were delivered to the hotel front desk's employee who was responsible for providing customers with the opportunity to volunteer and the customers have been stayed at least one night in Shangri-La hotel. Descriptive statistics, Multiple regression analysis were performed to analyze customer satisfaction of Shangri-La hotel. The data analysis applied SPSS program.

The research findings showed that service quality dimension (included tangibles, empathy, reliability, assurance and responsiveness), customer perceived value, brand image were significant determinants of customer satisfaction. In five sub-variables, assurance was strongly positive influence, empty was weakly positive influence. In all factors, brand image is indeed a significant determinant of customer satisfaction. The result showed that hotel managers and marketers strive to meet customer perceived value and brand image through provision of excellent services in pursuit of customer satisfaction. These research findings suggested some appropriate hotel strategies that may enhance customer satisfaction.

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I would like to express my appreciation to all people who have supported me for the research. First of all, I would like to thanks Asst. Prof. Dr. Sirion Chaipoopirutana, my advisor who has devoted the time, given the knowledge and provide guidance to do this research. I also would like thank all the members of the thesis committee for their useful suggestions.

I also would like to express my sincere thank you to the manager and staff of Shangri-La hotel for helping me to distribute and collect the questionnaires. I would also like to take the opportunity to thank all the Thai and foreigner guest of Shangri-La hotel for devoting their time to answer the questionnaires.

Finally, I would like to thank my family and my friends for their support, encouragement and understanding.

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15/08/2014

TABLE OF CONTENTS

CHAPTER 1 GENERALITIES OF THE STUDY	1
1.1 Introduction of the study	1
1.1.1 Hotel industry in Thailand	6
1.1.2 Five stars hotel standard.....	10
1.1.3 Shangri-La Hotel in Bangkok Profile	11
1.2 Research Objectives	13
1.3 Statement of problems	14
1.4 Scope of research.....	15
1.5 Limitations of the Research.....	16
1.6 Significance of the study	16
1.7 Definition of Terms	17
CHAPTER 2 REVIEW OF RELATED LITERATURE.....	19
2.1 Literature review	19
2.1.1 Service Quality Dimensions	19
2.1.3 Brand Image.....	26
2.1.4 Customer Satisfaction.....	27
2.2 Related literature review	27
2.2.1 The related literature review of Service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) and Customer perceived value.....	27
2.2.2 The Related Literature Review of Service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) and Customer satisfaction.....	28
2.2.3 The related literature review of Service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) and Brand image	29
2.2.4 The related literature review of Brand image and Customer perceived value on Customer satisfaction	30
2.3 Previous studies	32
CHAPTER 3 RESEARCH FRAMEWORK	40
3.1 Theoretical framework	40
3.2 Conceptual framework	47
3.3 Research hypotheses.....	48
3.4 Operationalization of the variables.....	50
CHAPTER 4 RESEARCH METHODOLOGY	55
4.1 Methods of research used.....	55
4.2 Respondents and sampling procedures	56
4.2.1 Target Population	56
4.2.2 Sampling Unit	57

4.2.3 Sample Size.....	57
4.2.4 Sampling Procedure	59
4.3 Research instrument/questionnaires	60
4.4 Pretests.....	63
4.5 Collection of data/gather procedures	65
4.6 Statistical treatment of data	66
4.6.1 Descriptive Analysis	66
4.6.2 Inferential Analysis	66
4.6.3 Multiple Linear Regression Analysis (MLR)	67
4.6.4 ANOVA Table for Multiple Regression Analysis	68
4.7 Summary of statistical tools used in testing hypotheses	70
CHAPTER 5	72
5.1 Descriptive analyses of demographic factors	72
5.2 Descriptive analyses of valuables	78
5.3 Reliability analysis.....	86
5.4 Inferential analysis.....	87
CHAPTER 6	98
6.1 Summary of the Findings	98
6.1.1 Summary of Demographic Factors	98
6.1.2 Summary of Hypothesis Testing	99
6.2 Conclusions	100
6.3 Discussion and Implications.....	102
6.4 Recommendation.....	105
6.5 Further study	110
BIBLIOGRAPHY	111
Appendix A	121
QUESTIONNAIRE	122
Appendix B*.....	127

LIST OF FIGURES

Figure 1.1: Top 10 Hotels by Global Review Index.....4

Figure 1.2: Locations of Bangkok in Thailand.6

Figure 1.3: Bangkok Top Ten Source Markets YTD Nov 20129

Figure 1.4: Bangkok Hotel RevPARs10

Figure 1.5: Location of Shangri-La hotel of Bangkok.....13

Figure 3.1: The research model of the influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions.....42

Figure 3.2: The research model of Customer based brand equity: evidence from the hotel industry.....44

Figure 3.3: The research model of investigating the effects of service quality dimensions and expertise on loyalty.45

Figure 3.4: Modified Conceptual Framework of Service quality, Brand image and Customer perceived value impact on Customer Satisfaction.....48



LIST OF TABLES

Table 1.1: Bangkok the top 10 hotels in detail.....	4
Table 2.1: Summary of previous studies	36
Table 3.1: Operationalization of the variables	50
Table 4.1: Summary of Number of Questions in each part.....	63
Table 4.2: The value of Reliability Analysis	64
Table 4.4: The summary of statistical techniques used in each hypothesis	71
Table 5.1.1: Descriptive analysis of Gender	73
Table 5.1.2: Descriptive analysis of Age.....	73
Table 5.1.3: Descriptive and analysis of education level	74
Table 5.1.4: Descriptive and analysis of marital status	74
Table 5.1.5: Descriptive and analysis of Occupation.....	75
Table 5.1.6: Descriptive and analysis of purpose of trip	75
Table 5.1.7: Descriptive and analysis of monthly income level	76
Table 5.1.8: Summary of demographic factors by using frequency and percentage	77
Table 5.2.1: Descriptive statistics of Tangibility	78
Table 5.2.2: Descriptive statistics of Reliability	80
Table 5.2.3: Descriptive statistics of Responsiveness.....	81
Table 5.2.4: Descriptive statistics of price Assurance.....	81
Table 5.2.5: Descriptive statistics of Empathy.....	83
Table 5.2.6: Descriptive statistics of brand image	84
Table 5.2.7: Descriptive statistics of attitude towards customer perceived value	85
Table 5.2.8: Descriptive statistics of Customer satisfaction	86
Table 5.4.1: Regression Model summary of Hypothesis 1	88
Table 5.4.2: ANOVA Table for Regression Model of Hypothesis 1	88
Table 5.4.3: Coefficient summary for Regression Model of Hypothesis 1.....	89
Table 5.4.4: Regression Model summary of Hypothesis 2.....	90
Table 5.4.5: ANOVA Table for Regression Model of Hypothesis 2	90
Table 5.4.6: Coefficient summary for Regression Model of Hypothesis 2.....	91
Table 5.4.7: Regression Model summary of Hypothesis 3	92
Table 5.4.8: ANOVA Table for Regression Model of Hypothesis 3	92
Table 5.4.9: Coefficient summary for Regression Model of Hypothesis 3.....	93
Table 5.4.10: Regression Model summary of Hypothesis 4	94
Table 5.4.11: ANOVA Table for Regression Model of Hypothesis 3	94
Table 5.4.12: Coefficient summary for Regression Model of Hypothesis 4.....	95
Table 5.4.13: Summary of Hypothesis Testing Results	96
Table 6.1: Summary of results from respondents' demographic profile	99
Table 6.2: The Beta (β) coefficient result of hypotheses 1, hypotheses 2 and hypotheses 3.....	106

CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Introduction of the study

Shahin and Dabestani (2010) stated that the tourism industry has become one of the most important players of economies worldwide during the past decades. Karunaratne and Jayawardena (2010) stated the tourism industry has become an effective source for monetary gains and economic growth. Thailand is a tourism country and the tourism industry is a key driver of Thailand's economy; currently it is the single largest employer and it helps the Thai government solve problem of unemployment. This important industry has many infrastructures and service institutions in its category among which the most important infrastructure is the hotel industry (Shahin and Dabestani, 2010). The hospitality sector is part of a huge group of travel and tourism industry is one of the fastest growing industries that provide the necessary and desirable goods and services to travelers worldwide. Achieving competitive advantages and high performance has been imperative for the success in the hotel industry. Customer demands and expectations are ever increasing and altering at a rapid rate in the hotel industry (Karunaratne and Jayawardena, 2010).

Sriyam (2010) stated that customer satisfaction in the hotel industry is the highest priority for owners in the hotel competition. Schulz (2012) stated that the hotel industry has seen customer satisfaction as a key marketing tactic in differentiating itself from its competitors and therefore a heightened understanding of guest preference and total worth will enhance a guest experience and maximize hotel revenue. Evans (1998) discussed about poor customer service and worst customer satisfaction in the hotel industry and stated that the hotel industry scored 71 out of 100 points in the industry's best-known customer satisfaction survey, compared with drop from 75 points in 1994 when lodging companies were struggling to pull themselves out of a recession.

Karunaratne and Jayawardena (2010) stated that customer satisfaction has become a key performance indicator for the hotel business.

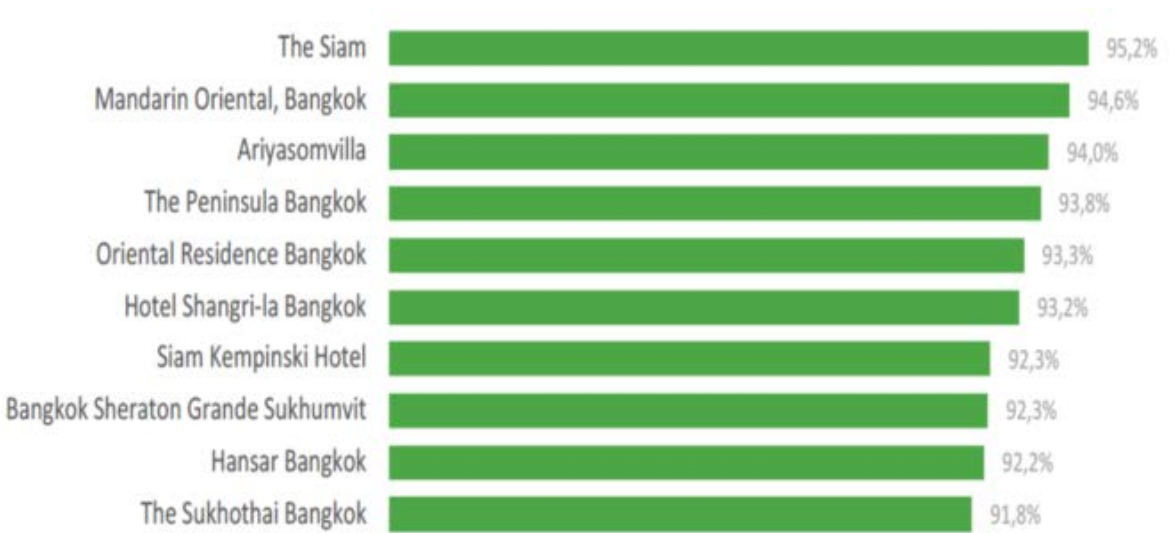
Kandampully (2000) and Yilmaz, (2009) argued that service quality is crucial to the success of any service organization. Hotels with good service quality will improve their market share and profitability (Nadiri and Hussain, 2005; Oh and Parks, 1997). Lee *et al.* (2009) defined brand association easily helps customer's process information and retrieves when they made the purchasing decision because it recalls positive feelings and attitudes toward that brand. Zeithaml (1988) stated perceived value is the consumer's overall assessment of the utility of a product or service based on the comparison of what is received and what is given. Monroe (1989) described that value perception is manipulated consumer satisfaction due to its capability which can be made as the customer approach and as the outcome. Therefore, perceive service quality can deepen customer's memory to form an awareness of the brand image and measured the perceived value of a customer in the psychology of the customer, these results will gain customer satisfaction level.

In the hotel system, hotel's main purpose is to satisfy customers' needs and to delight customers (Makeeva, 2010). Al Khattab and Aldehayyat (2011) studied that individual hoteliers must find ways to make their services stand out among their competitors in today's competitive environment. To achieve this, hoteliers must understand their customers' needs – and then set out to meet these needs (Nadiri and Hussain, 2005). Makeeva (2010) stated the importance of customers' satisfaction cannot be underestimated; in the world of global industrial customers have multiple-choices. Customers' satisfaction is critical for a hotel's success. A delighted customer will be willing to visit the hotel more often and will also share a pleasant experience with his/her friends and relatives. Service quality and customer satisfaction in fact have a cycle-system since service quality proportionally affects customers' satisfaction. On the other hand, customer satisfaction indicates service quality (Williams and Buswell, 2003). Oliver (1988) stated customer satisfaction is the full meeting of one's expectations. Evans *et al.* (2006) also stated customer satisfaction can be described as the feeling or attitude of a customer towards a product or service after it

has been used. Oh (2000) and Bolton and Drew (1991) stated customer satisfaction is a post-purchase evaluation of a service offering. Hence, in the hotel industry, customer satisfaction level is an important issue and the satisfaction level affects a hotel's success. It is widely accepted that it is easier to sell to an existing customer than to find a new one (Pizam & Ellis, 1999). A delighted customer is also more likely to purchase a service once again and this customer is sharing a positive experience with the closest one.

In this study, the researcher will collect data at Shangri-La hotel in Bangkok, Thailand. First, Bangkok Shangri-La hotel is five-star luxury Riverside hotel in the central Silom district of the city and each room was adorned Thai-inspired theme. The design and appointments express the welcoming warmth and richness of Thai culture throughout the hotel, from traditional teak dining pavilions to the most up-to-date room features. Second, Bangkok Shangri-La Hotel gained global recognition of excellence that showed some awards, such as Gold List 2014 by Conde Nast Traveler (US), T + L 500 Awards by Travel + Leisure 2013 and 2014 (US), One of the Top 10 Hotels in Thailand by Condé Nast Traveler's Reader's Choice Awards 2013 (US), Best Business Hotel in Bangkok by Business Traveler 2013 (Asia Pacific), One of the Top 25 Conference Hotels in Asia by Smart Travel Asia Best in Travel Poll 2013, One of the Best City Hotels in Asia, World's Best Awards 2013 by Travel + Leisure (US), Top Hotels and Resorts by Destin Asian Readers' Choice Awards 2013 (US), Platinum Circle - Gold List 2013, Conde Nast Traveler (US) and so on. Third, Bangkok Shangri-La hotel was elected one of the city's sweetest sleeping hotels in 20 super luxury Bangkok hotels in 2010 years. Fourth, the Shangri-La hotel Global Review Index™ Ranking was 6th on Global Review Index™ ranking in the top 10 Bangkok hotels. Forth, Shangri-La hotel in Bangkok ranks was 6th in the top 10 hotels. Compare the top 5 hotels in Global Review Index, Shangri-La need to re- adjust their service quality for improved customer satisfaction.(www.shangri-la.com/bangkok/shangrila/press-room/fast-facts/ accessed on 26/05/214/).

Figure 1. 1: Top 10 Hotels by Global Review Index



Source: [www.reviewpro.com/Global Review Index Top Hotel Rankings for May 2013 Bangkok/](http://www.reviewpro.com/Global%20Review%20Index%20Top%20Hotel%20Rankings%20for%20May%202013%20Bangkok/) accessed on 02,07,2014.

Review Pro’s Global Review Index™, Top Hotel Rankings represent an industry-focused ranking of hotels by online guest satisfaction. Global Review index™ Average for all hotels 78.4% in Bangkok. Bangkok of global review index rankings in 2013, The figure 1.3 showed Shangri-La hotel in Bangkok ranks was 6th in the top 10 hotels and its global review index was 93.2% and higher than 14.8% of the average index. The index rating of these hotels is set at three - 5 star categories in whole Bangkok ([www.reviewpro.com/global review index Top Hotel Rankings for May 2013 Bangkok/](http://www.reviewpro.com/global%20review%20index%20Top%20Hotel%20Rankings%20for%20May%202013%20Bangkok/) accessed on 02/07/2014).

Table 1.1: Bangkok the top 10 hotels in detail

Ranking	Hotel	GRI™	Cleanlines s	Locatio n	Room	Service	Value
1	The Siam	95.2%	96.3%	84.2%	98.7%	96.6%	89.9%
2	Mandarin Oriental, Bangkok	94.6%	97.6%	92.6%	94.3%	96.7%	86.2%

3	Ariyasomv illa	94.0%	96.1%	87.9%	95.2%	96.1%	89.8%
4	The Peninsula Bangkok	93.8%	97.0%	89.9%	95.4%	93.8%	87.9%
5	Oriental Residence Bangkok	93.3%	98.6%	89.2%	97.2%	96.5%	92.5%
6	Hotel Shangri-la Bangkok	93.2%	96.3%	93.0%	93.1%	94.7%	88.0%
7	Siam Kempinski Hotel	92.3%	95.2%	95.1%	92.6%	91.1%	86.4%
8	Bangkok Sheraton Grande Sukhumvit	92.3%	95.2%	96.0%	90.2%	93.6%	85.5%
9	Hansar Bangkok	92.2%	94.0%	91.8%	95.2%	92.5%	88.8%
10	The Sukhothai Bangkok	91.8%	94.6%	83.6%	92.7%	94.6%	87.1%

Source: www.reviewpro.com/Global Review Index Top Hotel Rankings for May 2013 Bangkok/ accessed on 02/07/2014.

Department Index ratings are an evaluative standard to each of the top 10 hotels. Table 1.3 showed evaluative areas of the top 10 hotel included cleanliness, location, room, service and value. Department index of Bangkok Shangri-la hotel respectively was cleanliness 96.3%, location 93.0%, room 93.1%, service 94.7% and value 88.0%. It showed Shangri-La hotel had high online guest satisfaction in 2013 (www.reviewpro.com/global review index Top Hotel Rankings for May 2013 Bangkok/ accessed on 02/07/2014).

Based on previous studies, the researcher stated three articles: The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions (Ryu *et al.*, 2012), Customer based brand equity: evidence from the hotel industry (Kayaman and Arasli, 2007) and Investigating the effects of service quality dimensions and expertise on loyalty (Jamal & Anastasiadou, 2009). In this study, the researcher will apply three theoretical models to get a customer satisfaction model for this study. The model that would test the relationships between service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) with customer perceived value, customer satisfaction and brand image, and customer perceived value and brand image with customer satisfaction was applied. The researcher will apply five hypotheses and four variables to study and examined influencing three factors are service quality. Customer perceived value and brand image of the customer satisfaction of Bangkok Shangri-La Hotel.

1.1.1 Hotel industry in Thailand

Figure 1.2: Locations of Bangkok in Thailand.



Source: <https://maps.google.com> accessed on April 14, 2014

Thailand, officially called the Kingdom of Thailand, formerly known as Siam, is a country located in the centre of the Indochina Peninsula in Southeast Asia. It is bordered to the north by Burma and Laos, to the east by Laos and Cambodia, to the

south by the Gulf of Thailand and Malaysia, and to the west by the Andaman Sea and the southern extremity of Burma. Its maritime boundaries include Vietnam in the Gulf of Thailand to the southeast, and Indonesia and India in the Andaman Sea to the southwest. Thailand is divided into 76 provinces, which are gathered into five groups of provinces by location. There are also two special governed districts: the capital Bangkok and Pattaya, of which Bangkok is at the provincial level thus often counted as a province <http://globaledge.msu.edu/countries/thailand> accessed on April 14, 2014.

Bangkok is a capital and largest city of Thailand. Bangkok is located in Central Thailand, stretching from 13.45 N to 100.28 E. With an overall area of 1,569 sq km, it is the 68th largest province of the country. Bangkok is Thailand's administrative, economic, and cultural centre, as well as a major commercial and transportation hub for South-east Asia <http://www.tripadvisor.com/Travel-g293916-c1495/Bangkok:Thailand:An.Introduction.html> accessed on April 14, 2014.

Bangkok is one of the world's top tourist destination cities. MasterCard ranked Bangkok as the top global destination city by international visitor arrivals in its Global Destination Cities Index, with 15.98 million projected visitors in 2013. The city is ranked fourth in cross-border spending, with 14.3 billion dollars projected for 2013, after New York, London and Paris. Bangkok is now the most visited city in the world by international tourists, according to the third annual Global Destination Cities Index released by MasterCard. Bangkok beat London, last year's No. 1 tourist destination, by less than 1%. Euromonitor International ranked Bangkok sixth in its Top City Destinations ranking for 2011. Bangkok has also been named "World's Best City" by Travel + Leisure magazine's survey of its readers for four consecutive years since 2010 http://insights.mastercard.com/wp-content/uploads/2013/05/Mastercard_GDCI_Final_V4.pdf and <http://blog.euromonitor.com/2013/01/top-100-cities-destination-ranking.html> accessed on April 14, 2014.

As the main doorway through which visitors arrive in Thailand, Bangkok is visited by the greater part of international tourists to the country. Domestic tourism is also

outstanding. The Department of Tourism recorded 26,861,095 Thai and 11,361,808 foreign visitors to Bangkok in 2010. Accommodations were made by 15,031,244 guests, who occupied 49.9 percent of the city's 86,687 hotel rooms http://www.tourism.go.th/2010/upload/filecenter/file/stat_2554/Sep/Update53%20on%206sep/bangkok.pdf accessed on April 14, 2014.

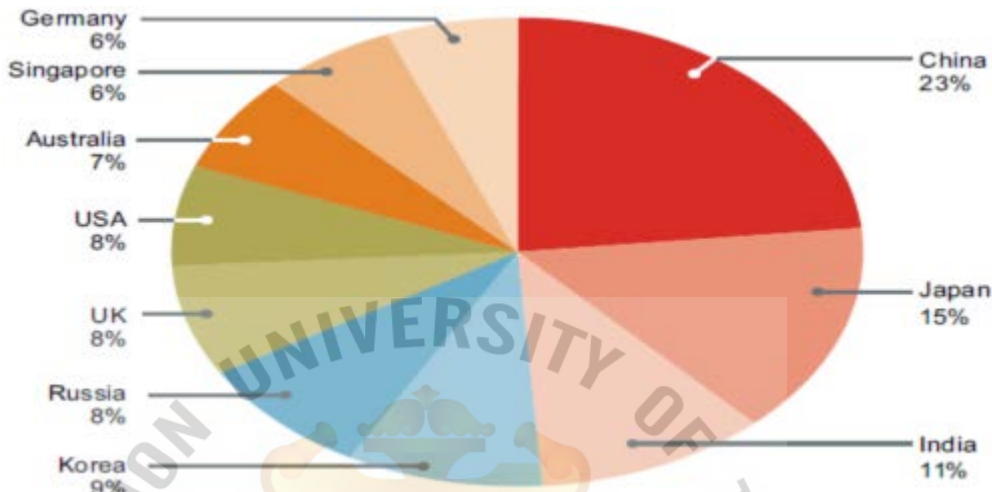
The Thailand's hotel sector saw a 3.1% increase in supply and a 13.1% increase in demand in 2012, according to STR Global. The hottest markets in Thailand for hotel development are Bangkok and Pattaya. While luxury hotels are the main focus for hotel development in Thailand, the mid-scale sector is becoming more popular for developers. According to data from STR Global, supply growth is highest in the capital. During 2012, the number of rooms available in Bangkok grew by 4.2%. During the first four months of 2013, this continued at a rate of 3.9%. The fastest growing category is luxury hotels, which increased at a rate of 8.4% in 2012 and 9.3% in the first four months of this year. (www.hotelnewsnow.com/Article/10781/Hotel-development-takes-off-in-Thailand/ accessed on 29/05/2014).

Bangkok is one of the world's top tourist destination cities. MasterCard ranked Bangkok as the top global destination city by international visitor arrivals in its Global Destination Cities Index, with 15.98 million projected visitors in 2013. Bangkok is now the most visited city in the world by international tourists, according to the third annual Global Destination Cities Index released by MasterCard. Bangkok has also been named "World's Best City" by Travel + Leisure magazine's survey of its readers for four consecutive years since 2010 (http://insights.mastercard.com/wp-content/uploads/2013/05/Mastercard_GDCI_Final_V4.pdf accessed on 29/05/2014).

With the increase of tourist number, the growing demands for a hotel. As the main gateway through which visitors arrive in Thailand, Bangkok is visited by the majority of international tourists to the country. Domestic tourism is also prominent. The Department of Tourism recorded 26,861,095 Thai and 11,361,808 foreign visitors to Bangkok in 2010. Lodgings were made by 15,031,244 guests, who occupied 49.9

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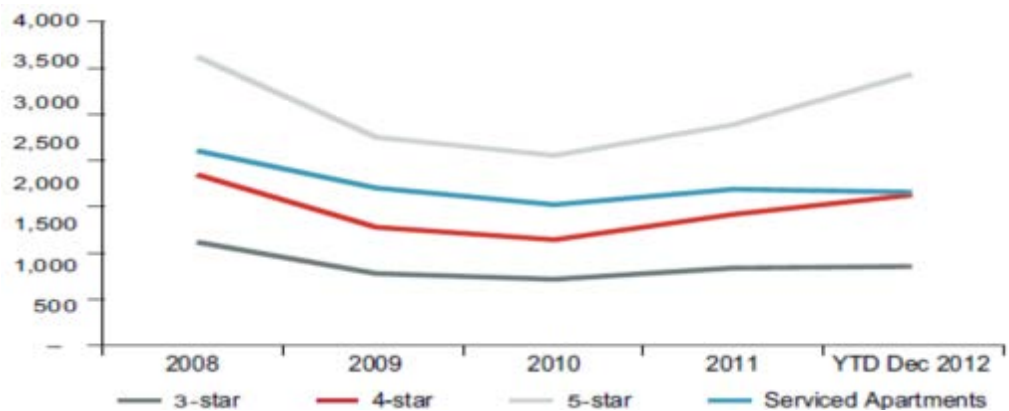
Figure 1.3: Bangkok Top Ten Source Markets YTD Nov 2012



Source: www.tourismthailand.org/Thailand/ accessed on 29/05/2014.

Figure 1.2 showed that Bangkok's largest international source markets were Asia market in 2012. Four representing markets respectively were China, Japan, India and Korea. China has proved to be the top source market after overtaking Japan in 2010. In 2011, approximately 1.3 million Chinese visited Bangkok, reflecting a year-on-year increase of almost 50%, attended by 1 million Japanese and almost 0.8 million Indian visitors. As at YTD (Year to date) November 2012, this trend has continued with approximately 1.8 million Chinese, 1.2 million Japanese and 0.9 million Indian visitors travelling to Bangkok. China showed a significant increase of 52.0% year-on- year in YTD (Year to date) November 2012.

Figure 1. 4: Bangkok Hotel RevPARs



Sources: www.hospitality-investments.com/str-global-reports-on-bangkok/ accessed on 29/05/2014.

Figure 1.3 showed that RevPAR (Revenue Per Available Room) and four-star hotels showed an increase of 11.6% and 20.7% respectively for YTD December 2012. The five-star hotel sector has been the best performer, with RevPAR (Revenue Per Available Room) having 50.8% occupancy in 2010 and an ADR (Average Daily Rate) of THB 4,662 to 68.5% occupancy and THB 4,956 as at YTD December 2012. This led to a RevPAR (Revenue Per Available Room) of THB 1,396 as compared to THB 1,300 in 2011. Despite a hefty year-on-year increase of 35% in room supply in 2010 and a further increase of 5% in 2011 to 91,032 rooms, the increase in hotel performance is encouraging. With the hotel price increase, the customer needs and service quality are greater and higher.

1.1.2 Five stars hotel standard

Five Stars Luxurious, spacious, immaculate and well located; projecting an ambience of sophistication. Decor and furnishings will be elegant and the highest international quality. Rooms should have international language cable TV, IDD telephones and internet connections. The restaurant must offer fine international cuisines and superb table service.

Service should be immediate and attentive without being intrusive. Staff will be well trained, show a professional attitude and be linguistically competent in common international languages. Service might include a daily newspaper delivered each morning, turndown, personalized wake up calls.

A vast range of facility amenities must also be available. Amenities might include (but not be limited to) in room check-in, a pool, health spa, beauty and barber salon, concierge service, a business center, meeting rooms, secretarial service, personal paging, limousine service(<http://www.guidetothailand.com/hotel-thailand/hotel-ratings.php> accessed on July 25, 2014).

1.1.3 Shangri-La Hotel in Bangkok Profile

The Shangri-La hotel defined their brand “A luxurious sanctuary for the discerning traveler” by themselves. Shangri-La Hotels are five-star luxury hotels located in premier city addresses across Asia Pacific, North America, the Middle East, and Europe. “To treat a stranger as one of our own” characterizes the hospitality one can expect from Shangri-La. Discerning travelers will enjoy world-class service amidst tranquil surroundings, coupled with inspirational architecture and design. The finest dining experiences at every hotel and resort to ensure that every palate is pampered. But what makes each stay truly memorable is something even more exquisite and rare - Shangri-La’s special kind of hospitality, hospitality from the heart. The ‘S’ is Shangri-La Hotel logo. ‘S’ resembles uniquely Asian architectural forms, suggests majestic mountains reflected in the waters of a tranquil lake.

The Shangri-La story began in 1971 with our first deluxe hotel in Singapore. Legendary hospitality of Shangri-La is famous on the world. Inspired by the legendary band featured in James Hilton's 1933 novels, Lost Horizon, the name Shangri-La encapsulates the serenity and service for which our hotels and resorts are renowned worldwide. Today, Hong Kong-based Shangri-La Hotels and Resorts are Asia Pacific's leading luxury hotel group. We are also regarded as one of the world’s finest hotel

ownership and management companies. With 81 hotels and resorts throughout Asia Pacific, North America, the Middle East, and Europe, the Shangri-La group has a room inventory of over 34,000. In addition, new hotels are under development in Mainland China, Ghana, Hong Kong, India, Indonesia, Italy, Mongolia, Myanmar, Philippines, Singapore, Qatar, Sri Lanka and the United Kingdom.

Shangri-La Hotel, Bangkok, established on August 3, 1986 as the first Shangri-La hotel in Thailand. This hotel is majestically situated on the banks of the Chao Phraya River with a quarter mile of river frontage, the two-tower property with extensive gardens and two swimming pools situated in the heart of Bangkok. The hotel comprises 802 elegant guestrooms including 72 suites in two distinctive wings, the Shangri-La Wing and the Krungthep Wing. All rooms feature river or city views and are decorated with classic Thai elements, including rich silk fabrics in warm tones. Fifth, the Krungthep Wing also offers 24 serviced apartments for long-term stays, with full use of hotel facilities and services, including signing privileges. The only riverside hotel faces the Saphan Taksin skytrain station, provides rapid travel to all parts of the city and has half-hour highway access to the airport.

Bangkok Shangri-La hotel was elected one of the city's sweetest sleeping hotels in 20 super luxury Bangkok hotels in 2010 years. Completing the Riverside 'golden triangle' of luxury is the Shangri-La, a sprawling complex across from the Peninsula with so many classes of rooms it boggles the mind. There are 799 luxurious guest rooms in two adjacent towers, the Shangri-La Wing and the Krungthep Wing, all with those quintessential Thai touches, including silk and teak finishing, many tourists want when they come to Thailand. For something unique, climb onto one of their nightly riverboats for a dinner buffet cruise. A far cry from the tacky, flashy cabaret style boats that cruise up and down the Chao Phraya, diners can expect the same level of service and food offered at the hotels (<http://travel.cnn.com/bangkok/sleep/bangkoks-20-sweetest-sleeping-options-547939> accessed on 04/07/2014).

The purpose of this research is to examine service quality dimensions, brand image and customer perceived value impact on customer satisfaction: A case study of Shangri-La Hotel in Bangkok, Thailand. The researcher will emphasize on customer satisfaction and its related factors; such as service quality dimensions, brand image and customer perceived value in this study. The objectives of this study are as follows:

1. To examine the influence factors of five sub-variables of service quality (tangibility, responsiveness, reliability, assurance and empathy) on customer perceived value of Bangkok Shangri-La Hotel.
2. To examine the influence factors of five sub-variables of service quality (tangibility, responsiveness, reliability, assurance and empathy) on customer satisfaction of Bangkok Shangri-La Hotel.
3. To examine the influence factors of five sub-variables of service quality (tangibility, responsiveness, reliability, assurance and empathy) on brand image of Bangkok Shangri-La Hotel
4. To examine the influence factors of customer perceived value and brand image on customer satisfaction of Bangkok Shangri-La Hotel.

1.3 Statement of problems

Hotel industries are one the most critical service organizations. The hotel industry is one of the fastest growth sectors of the global economies; its significant contribution is considered to be on an upward trend, as evidenced even here in Thailand. International hotel chains are opening its branches to reap the market rewards from this competitive industry. The purpose of this study was to evaluate and examine the customer satisfaction of Shangri-La Hotel by the customers of this hotel in Bangkok Thailand. This study investigated how to improve customer satisfaction of Bangkok Shangri-La Hotel through the customers who stayed at the hotel at least one night in this hotel and determined what a hotel needs to do to improve customer satisfaction of the hotel. A self-administrative questionnaire was given to hotel customers staying at a particular hotel.

The researcher assumed that high service quality could drive customer perceived

value, brand image and customer satisfaction, and customer perceived value and brand image also could result in customer satisfaction. In this study, the researcher will research, examine and analyze the influence of service quality on customer perceived value, brand image and customer satisfaction and the relationship among customer perceived value and brand image with customer satisfaction of Bangkok Shangri-La Hotel. The study will give the responses that are the main factors influencing the customer satisfaction in the hotel industry.

Research Questions:

1. Is customer perceived value of Bangkok Shangri-La Hotel influenced by service quality in terms of tangibility, responsiveness, reliability, assurance and empathy?
2. Is customer satisfaction of Bangkok Shangri-La Hotel influenced by service quality in terms of tangibility, responsiveness, reliability, assurance and empathy?
3. Is brand image of Bangkok Shangri-La Hotel influenced by service quality in terms of tangibility, responsiveness, reliability, assurance and empathy?
4. Is there a relationship between the customer perceived value and customer satisfaction of Bangkok Shangri-La Hotel?
5. Is there a relationship between the brand image and customer satisfaction of Bangkok Shangri-La Hotel?

1.4 Scope of research

In this research, the research emphasized three factors influencing customer satisfaction of customers towards Shangri-La five-star hotel. The researcher mainly focused on service quality dimensions, customer perceived value and brand image can influence on the customer satisfaction of Bangkok Shangri-La Hotel on June and August 2014. The conceptual framework of this research has two types of variables; such as the dependent variable and the independent variables. The independent variables are service quality dimensions (tangibles, empathy, reliability, assurance and responsiveness), brand image, perceived value and the dependent variable are customer satisfaction. The research applied SERVPERF scale to measure perceived service

quality based on the SERVQUAL model.

This research also is conducted to investigate about what makes customers more satisfied after using Bangkok Shangri-La Hotel services and to understand how this is related to the customer satisfaction. Therefore, the target sample for this study was drawn from Bangkok Shangri-La hotel customer who stayed at least one night, both Thai and foreign customers, both male and female. The researcher has analyzed the results by testing the hypotheses among independent variables and dependent variable.

1.5 Limitations of the Research

The research measured the customer satisfaction level of Bangkok Shangri-La Hotel only; therefore the findings of this study should not be generalized to the other hotels. Second, the present research has aimed only the customers stayed Shangri-La Hotel in Bangkok, Thailand; therefore, its results should not be used for other hotels. Third, the questionnaire applied an English language version only, so, it had limitation when the respondents are selected. Forth, period of study is at 11:00 am to 3:00 pm during June 2014 in August 2014 and in the lobby of the Shangri-La Hotel. Characteristics of the respondents during the survey period may vary from other months of the years. Therefore this researcher finding may not be able generalized to other months except June 2014 to August 2014.

1.6 Significance of the study

This study explores three factors influencing customer satisfaction toward Shangri-La hotel. The factors included service quality dimensions (tangibles, empathy, reliability, assurance and responsiveness), customer perceived value, brand image and customer satisfaction. The outcome of this study will help Shangri-La Hotel managers to understand customer perceived value, brand image and customer satisfaction are how to influenced by service quality dimensions (tangibles, empathy, reliability, assurance and responsiveness) and how there is a significant relationship among

customer perceived value and brand image with customer satisfaction.

The SERVPERF model is an efficient tool to help measure perceived service quality and elucidate customer satisfaction level. The result of this research would be useful for the Shangri-La Hotel's management and staff members so that they can better understand their customers's level of satisfaction with perceptions about the hotel's services.

The hotel understands customers' requirements that will make service providers easier to satisfy their customer. Knowing of customers' satisfaction level and their requirements will also help hotel management in their efforts to re-adjust hotel service quality in order to respond to their customer's satisfaction, and the hotel management department will find out the best direction to get more customers and to help hotel develop better. In addition, other hotels and organizations within the service industries sector could adopt this research to use as a basis for studies into their own organizations.

1.7 Definition of Terms

Brand image Keller (1993) mentioned that image is based on the customer's beliefs upon a brand.

Customer perceived value: Swaddling and Miller (2002) defined customer perceived value as the prospective customer's evaluation of all the benefits and all the costs of an offering as compared to that customer's perceived alternatives.

Customer Satisfaction: Jani *et al.* (2011) also defined customer satisfaction as the reflection from the customer to the organization based on their perception and their efficiently of service confrontation.

Service quality: Zeithaml and Bitner (2003) stated service quality as a global judgment or attitude relating to the superiority of a service. Zeithaml *et al.* (1988) stated perceived service quality is the customer overall judgment of the superiority of a service. It is what customers think has been provided in terms of performance and value by a service. There are 5 sub-variables of service quality dimension as following:

- *Assurance*: Zeithaml *et al.* (1988) defined assurance involves knowledge and courtesy of employees and their ability to inspire belief and confidence.
- *Empathy*: Zeithaml *et al.* (1988) defined as the caring, individualized or customized attention the corporation provides its customers.
- *Reliability*: Zeithaml *et al.* (1988) defined reliability is an ability to perform the promised service dependably and accurately.
- *Responsiveness*: Zeithaml *et al.* (1988) defined responsiveness reflects willingness to help customers and provide service.
- *Tangibles*: Zeithaml *et al.* (1988) defined tangibles encompasses physical facilities, equipment, personnel and appearance of personnel etcetera.



CHAPTER 2

REVIEW OF RELATED LITERATURE

The researcher will elucidate related concept and theories to this study in this chapter. This chapter consists of three parts; the first part is the literature review. The second part is related literature review and the last part is previous studies. The literature review explained the definitions of all variables; service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy), perceived value, brand image, customer satisfaction and these are created depending on the conceptual framework. The second part accounts for this relationship between individual variables and these are according to the hypotheses of this study. The final part is a matter of the previous studies and the researcher described seven related previous experiential studies in this part.

2.1 Literature review

2.1.1 Service Quality Dimensions

Zeithaml *et al.* (1988) and Parasuraman *et al.* (1998) defined service quality is customer's judgment about total excellence or superiority of service or product and is similar to an attitude. Zeithaml and Bitner (2003) stated perceived service quality as a global judgment or attitude relating to the superiority of a service. It is generally accepted today that service quality is a multi-dimensional concept.

Parasuraman *et al.* (1985) stated that service quality is based on multiple dimensions. Grönroos (1982) recognized two service quality dimensions which are the functional aspect and the technical aspect. The functional aspect concern "how" service is provided, but the technical aspect concern "what" service is provided. The "what" is received by the customer as the result of the process by which the resources are used, but the technical or result quality of the process. However, the customer also perceives

how the process itself functions, i.e. the functional or process quality dimension.

Jarmo and Lehtinen (1982) viewed that service quality in terms of physical quality, corporate (image) quality and interactive quality. Physical quality refers to the tangible aspects of the service. Corporate quality refers to how current and potential customers, as well as other publics, view (image) of the service provider. Interactive quality concerns the interactive nature of the service and refers to a two-way flow that occurs between the service provider and the customer, or her/his representative, including both animated and automated interactions.

Similarly, Grönroos (2001) had also presented the importance of corporate image and the experience of service quality. Customers often have contact with the same service firm, which implies that they bring their earlier experiences and overall perceptions of service form to each encounter. Hence, the image concept was introduced as yet another important attribute. Image has an impact on customer perceptions of the firm's communication and operations in many aspects, which makes it favorable to have a well-known positive image. If for example a hotel's image is negative, the influence of any mistake will often be magnified in the guest's mind. On the other hand, a positive image will probably make the guest neglect minor mistakes and oversee them. However, if minor mistakes occur often, the image will be affected. Grönroos (2001) expressed that the image can be viewed as a filter in terms of a customer's perception of quality.

Parasuraman *et al.* (1985) derived ten dimensions that influence service quality from what they suggested that quality evaluations are not made exclusively on the outcome of service. Moreover, they also involved evaluations of the service delivery process. The leading dimension, when evaluation happens after service performance, focuses on “what” service is delivered and called outcome quality. The second dimension, process quality is when the evaluation occurs while the service is being performed. In 1988, they presented a definition of service quality which is “the degree of discrepancy between customers' normative expectations for the service and their perceptions of the service performance” (Parasuraman *et al.*, 1988).

- Service quality in the hospitality industry

Parasuraman *et al.* (1985) stated that the general attributes are only an abstract overview, and does not cover up all industries completely. In the hospitality industry, there are additional attributes that are of importance such as imprecise standards and fluctuating demands have been identified and further complicate the task of defining, delivering and measuring service quality. Various factors of service quality are not standardized where quality aspects such as “helpfulness”, “friendliness” and “politeness” are likely to be interpreted differently depending on each guest and therefore assessed subjectively. Another aspect to examine is the seasonal factor of the hospitality industry where it is commonly clustered around peak periods of the day or year, such as checkout time or holiday season. These peaks make it more difficult to measure for consistent service quality (Sasser, Olsen & Wyckoff, 1978).

- **Measurement Service quality**

Krishna *et al.* (2010) stated that measuring service quality is problematic because of its unique features: intangibility, heterogeneity, inseparability and perishability. Service quality is linked to the concepts of perceptions and expectations. Customer’s perceptions of service quality result from a comparison of the service expectations with the actual service experience. The service will be exceptional, if perceptions exceed expectations, it will be regarded as good but if it only equals the expectations; the service will be regarded as bad or poor, if it does not meet them.

Parasuraman *et al.* (1988) developed a scale for measuring service quality, which is known as SERVQUAL. The scale measure service quality by calculating the difference between expectations and perceptions, evaluating both in relation to the 22 items that represent five service quality dimensions which are tangibles (the appearance of physical facilities, personnel and communication materials); reliability (the ability to perform the promised service dependably and accurately); responsiveness (the willingness to help customers and provide prompt service); assurance (the competence

of the system and its creditability in providing a courteous and secure service); empathy (the provision of caring individualized attention to customers).

In measuring the service-quality gap, there are two different and similar scaled are classified as two multidimensional models include:

1. Parasuraman *et al.* (1985) defined that SERVQUAL dimension is the gap between customer's expectation of service and their perception of the service experience.

2. Cronin and Taylor (1992) stated that SERVPERF focusing on the consumer's perception of service performance.

However, the researcher applied only perception of service quality on utilized SERVPERF research instrument to collect the data in this study. Cronin, Barry, and Hult (2000), Anderson *et al.* (1993) and Cronin and Taylor (1992) suggested that SERVPERF research instrument was good enough to measure perceived service quality or service performance.

- **SERVPERF Instrument to measure customer perceived service quality**

Cronin and Taylor (1992) argued that the current conceptualization and operation of service quality (SERVQUAL) is adequate. Based on gap theory, Parasuraman *et al.* (1988) suggested that the SERVQUAL scale proposes that the difference between customer's expectation about the performance of service providers and their measurement of the actual performance of a specific firm (hotel) within the perception of service quality.

The SERVPERF's 5 dimensions were developed based on the SERVQUAL (Parasuraman *et al.*, 1988). They are included tangibility, reliability, assurance, responsiveness and empathy. Cronin and Taylor (1992) defined that the SERVPERF model represented another scale used in measuring service quality and based on the customer's perception of service performance. They questioned the conceptual basis of the SERVQUAL scale and found it confusing with service satisfaction. Hence, opined that expectation (E) component of SERVQUAL be discarded and instead performance (P) component alone be used. They proposed what is known as the SERVPERF scale.

Beside theoretical arguments, they provided empirical evidence across four industries (namely banks, pest control, dry cleaning and fast food) to confirm the superiority of their performance-only. There are 5 sub-variables of SERVPERF research instrument.

- **Tangibility**

Parasuraman *et al.* (1998) defined that tangibility is a physical conveniences, equipment and appearance of personality. Zeithaml *et al.* (2006) explored that hospitality services (such as hotels, restaurants, and entertainment companies) should emphasize the tangibles in their service strategies. Tangibles cover the appearance of physical facilities, equipment and communication materials and all is physical evidence of the services. Because of tangibles, consumers can provide the physical representation of the services and which can be applied as the evaluation of the service quality. Therefore, Parasuraman *et al.* (1988) stated that with tangibles, consumers can give a sensible presentation of the services and which can be applied as an assessment of the service quality. However, Zeithaml *et al.* (1990) indicated that tangible can be considered relatively as an insignificant factor in numerous studies of the service quality.

- **Responsiveness**

Parasuraman *et al.* (1998) defined responsiveness as the willingness to help customers and provide prompt services. Zeithaml *et al.* (2000) stated that responsiveness is the service providers' ability to respond quickly towards requests and to provide assistance for customers in case of problems. Voss (2000) investigated that generally the customers identify the quick response as the high quality service. Zeithaml *et al.* (1996) explored that responsiveness towards potential requests or problems will positively affect towards the overall customers' satisfaction levels.

- **Reliability**

Parasuranman *et al.* (1998) defined reliability as the ability to perform the promised service dependably and accurately. Reliability means the companies fulfill their promises to customers and these may include delivering particular services, solving problems and the price of its service offerings. Customers desire to conduct business with those companies that deliver on promises about service results and the central service features. Zeithaml *et al.* (2006) stated that firms that cannot provide the main services that customers perceived to be purchasing are directly failing their customers.

- **Assurance**

Parasuranman *et al.* (1998) defined assurance as the knowledge and courtesy of employees and their ability to inspire trust and confidence. Auh *et al.* (2003) explored that assurance can also establish in the ways of through guarantees and statements of privacy protection. Assurance is linked to how knowledgeable and courteous service personnel are as well as their ability to communicate and also related to trust and confidence. It also plays an important role within services perceived to possess high risk or those services where they don't trust their providers' judgments about the consequences in banking, medical, insurance and legal services.

- **Empathy**

Parasuranman *et al.* (1998) defined empathy as the caring, individualized attention the firm provides for its customers. The essence of empathy is conveying, through personalized or customized service, that customers are unique and special and that their needs are understood. The principle of empathy is transporting through individualized or customer service that customers are incomparable and superior and that their requirements are understood. It also can be defined as cultivation of friendly relationship with customers and allocating required time to deliver each service to

them.

2.1.2 Customer perceived Value

Zeithaml *et al.* (1988) defined customer perceived value as customers' overall assessment of the utility of a product or service based on perceptions of what is received and what is given. In addition, customer perceived value that the result of the personal comparison between the perceived overall benefits and the perceived sacrifices or the cost paid by the customer. Parasuraman *et al.* (1985) described that just the consumer rather than a service giver can appraise whether or not a good or service gives value and the idea of perceived value of customers is a sense to be very individual and private. Woodruff (1997) stated customer perceived value refers to what the customers believe they get from buying and using a product/service, and not to what companies believe their customers value. Swaddling and Miller (2002) defined customer perceived value as the prospective customer's evaluation of all the benefits and all the costs of an offering as compared to that customer's perceived alternatives. Kotler and Keller (2012) defined customer perceived value as "the difference between customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives". Swaddling (2002) and Miller (2003) concluded that unlike customer satisfaction measurements, customer perceived value measurements provide companies with information to increase their ability to make timely decisions and reduce the uncertainty of business.

Perceived value has its root in equity theory, which considers the ratio of the consumer's outcome/input to that of the service provider's outcome/ input (Oliver & DeSarbo, 1988). The equity concept refers to customer evaluation of what is fair, right, or deserved for the perceived cost of the offering (Bolton & Lemon, 1999). Perceived costs include monetary payments and non monetary sacrifices such as time consumption, energy consumption, and stress experienced by consumers. In turn, customer- perceived value results from an evaluation of the relative rewards and sacrifices associated with the offering. Customers are inclined to feel equitably treated

if they perceive that the ratio of their outcome to inputs is comparable to the ratio of outcome to inputs experienced by the company (Oliver & DeSarbo, 1988). And customers often measure a company's ratio of outcome to inputs by making comparisons with its competitors' offerings.

2.1.3 Brand Image

Keller (1993) defined brand image as the perceptions about a brand as reflected by the brand associations held in consumer memory. It means that brand image is what comes to the mind of the consumer when a brand name is mentioned. Consumers associate the brand with tangible and intangible attributes, often it is represented by the feelings and thoughts the consumers have in their minds. Lee *et al.* (2009) defined brand association easily helps customer's process information and retrieves when they made the purchasing decision because it recalls positive feelings and attitudes toward that brand. Chiang and Jang (2006) stated brand image considerably influences quality and trust professed by consumers.

Keller (1993) stated brand image has long been regarded as one of the central tenets of marketing research, not only because of its role as a foundation for tactical marketing-mix but also its role in building long-term brand equity. Kim (2005) stated brand image has an important role as an alternative strategy to product differentiation in the hotel industry, especially in the mature and competitive environment.

Low and Lamb (2000) defined brand image as the reasoned or emotional perceptions of consumers associated with a specific brand. Aaker (1996), Agarwal and Rao (1996), Feldwick (1996), Keller, (1993), Park and Srinivasan (1994) and Srivastava and Shocker (1991) explored that brand image perception, which is constructed on the consumers' brand associations and the attitude, has been considered as an integral component of the brand equity and that has been widely employed in the brand equity framework. Keller (1993) mentioned that the image is based on the customer's beliefs upon a brand. Grönroos (2000) stated that the image is a value-added antecedent and which is determining satisfaction and loyalty of a product or service. Kristensen *et al.* (2000) explored that image has a significant impact upon the customer satisfaction and loyalty in various numbers of previous studies.

2.1.4 Customer Satisfaction

Evans *et al.* (2006) defined customer satisfaction as the feeling or attitude of a customer towards a product or service after it has been used. Oliver (1997) defined as customer satisfaction is a response that occurs when consumers experience a pleasurable level of consumption related fulfillment when evaluating a product or service. Fornell (2001) investigated that satisfaction considers as an overall feeling directly and also recommends that customers have the sense of how the product or service is the same with their ideal or standard normal. Zeithaml and Bitner (1996) explored that the extent of satisfaction was subject to the factors of service quality, product quality, price, situation, and personal factors. Westbrook (1987) also traditionally defined that satisfaction is a cognitive based phenomenon; therefore, a customer may be satisfied with the main product or service and evaluate the performance as mediocre at that same time and the customers also compared with what it should or what could have been. Jih (2007) also defined customer satisfaction as a kind of emotional response arriving after the customer has consumed the service. Gilbert *et al.* (2004) claimed that the customer satisfaction is describing an evaluation process which customers expect the service depends on their service experience. Burn and Neisner (2006) explored that the customer satisfaction is not only customer cognitive response but also customer effective reaction to service and the evaluation of customer satisfaction is based on both cognition and affective responses to service encounters.

2.2 Related literature review

2.2.1 The related literature review of Service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) and Customer perceived value

Extant literature demonstrates that product quality and service quality serve as predictors of customer perceived value (Zeithaml, 1988; Bolton and Drew, 1991; Lai *et*

al., 2009; Chen and Hu, 2010). Eggert and Ulaga (2002) emphasized that service quality features (e.g., tangibles, empathy, reliability, assurance and responsiveness) are positively associated with consumer perceived value. Raza *et al.* (2012) studied about the relationship between service quality, perceived value and satisfaction in hotel industry and the researchers found that there are a positive relationship between service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) and perceived value. Channoi *et al.* (2013) studied higher perceptions of service quality positively affect customer perceived value. Ryu *et al.* (2012) studied about the influence of the quality on image, perceived value, satisfaction and behavioral intentions and the researchers investigated that there is no significant relationship between the service quality (tangibility, responsiveness, reliability, assurance and empathy) and perceived value.

2.2.2 The Related Literature Review of Service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) and Customer satisfaction

Bateson and Hoffman (2000) stated customer satisfaction depends on such service quality dimensions as reliability, responsiveness, assurance, empathy and tangibles and on additional elements like price, personal and situational factors that may occur during the service supply. Without a shred of doubt, service quality is an important factor in customer satisfaction. However, in hospitality industry measuring of service quality is complicated, because the service itself is an intangible product which can be evaluated differently by each individual. According to Erto and Vanacore (2002), the customer is actively participating in the service process, and additionally he is seen as a consumer of a service as well as an evaluator of service received. The most important goal of the hotel industry is to analyze future customers' requirements and attitudes and after identifying them it is needed to translate them into hotel service elements. Services are often "invisible" and thus difficult for the supplier to explain and for the customer to access. Created expectations of marketing affect the customers' perceptions of the outcome. Monitoring quality is significant for a hotel's success. Customer behavior, everything that seems logical and valuable in customers' opinion must be taken into account.

Jamal and Anastasiadou (2009) studied the investigating the effects of service quality dimensions and the researchers found that tangibility, reliability and empathy

are significantly related to satisfaction but responsiveness and assurance are not related with satisfaction. Anderson *et al.* (2004) studied about the modeling customer satisfaction in mortgage credit companies and the researchers investigated that reliability and assurance are significant relationship with customer satisfaction but tangibility, responsiveness and empathy are insignificant relationship with customer satisfaction. Birgelen *et al.* (2005) studied about the added value of web innovation for customer satisfaction and the researchers found that there is a positive relationship between tangibility, responsiveness, empathy and customer satisfaction, but there is no relationship between reliability, assurance and customer satisfaction. Raza *et al.* (2012) emphasized that service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) are positively associated with customer satisfaction.

2.2.3 The related literature review of Service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) and Brand image

Kayaman, and Arasli (2007) studied on the customer satisfaction and loyalty of the hotel industry and the researchers found that tangibility, reliability and empathy have significant positive impact upon brand image but reliability has more impact upon brand image than the other two variables. The researchers investigated that the other two service quality factors; responsiveness and assurance have no significant impact upon the brand image. Ryu *et al.* (2012) studied about the influence of the quality of image, perceived value, satisfaction and behavioral intentions and the researchers investigated that there is a significant positive relationship between the service quality and brand image.

Selnes (1993) argued that performance quality influences a general evaluation of the brand. Also, in the examination of airline service, Ostrowski *et al.* (1993) posited that “positive experience over time following several good experiences will ultimately lead to positive image”. Nguyen and LeBlanc (1998) also showed that service quality was an antecedent of building a corporate brand image. They suggested that the higher level of service quality customers received from banking and financial institutions, the higher level of an organization’s brand image would be instilled in the minds of customers. Therefore, in the service industry, customer satisfaction is a standard for

detection service quality.

2.2.4 The related literature review of Brand image and Customer perceived value on Customer satisfaction

Turkyilamz *et al.* (2013) explored the universal structure modeling approach to customer satisfaction index and the researchers found that there is a significant positive relationship between the brand image and customer satisfaction. Amin *et al.* (2013) studied about the contrasting the drivers of customer satisfaction on image, trust and loyalty of customers and the researchers investigated that there is a significant positive relationship between image and customer satisfaction. Ryu *et al.* (2012) studied about the influence of the quality of image, perceived value, satisfaction and behavioral intentions and the researchers investigated that there is no significant relationship between the image and customer satisfaction.

Keller (1993) stated the image is based on customers' beliefs about a brand. Grönroos (2000) defined image is a value-added antecedent determining satisfaction and loyalty. Fournier and Yao (1997), if customers believe that one institution is more credible and trustworthy than another, they develop a favorable image of that hotel. Kristensen *et al.* (2000) have noted that the image has a significant impact on customer satisfaction and loyalty in a number of ECSI studies. Cherdchamadol and Kawachart and Sriboonjit (2013) studied that hotel image has a positive and direct effect on customer satisfaction.

Aaker (1991) and Rory (2000) pointed out that, with the construction of a good brand image, customers were likely to increase the satisfaction of use, and would like to recommend to others. Gensch (1978) considered the brand image as having more influence on the purchase intention and the satisfaction of customers while the product attribute was not easily defined. Graeff (1996) mentioned that, when the customer's self-image was more similar to the brand image, customer satisfaction would be affected. Romaniuk and Sharp (2003) found the positive relation between brand image and customer satisfaction.

Yang (2002) proposed that customer satisfaction referred to the pleasant attitude when a customer accepting certain deal or service; and, customer satisfaction and brand value appeared notably positive relation. Gu (2005) suggested that customer satisfaction and brand characteristics presented significantly positive relation that customer satisfaction was the provided service higher than the expectation of the customer so that the customer was satisfied. Whereas, if the provided service was lower than the service expectation of the customer, he/she would then feel very dissatisfied. Gensch (1978) thought that a market could simply be won by winning customers. In service innovation, the biggest trust of customers was obtained, the extensive social support was won, and the brand image was totally set up to obtain customer satisfaction and loyalty. In addition, to customers as the value of enterprise existence, the premise of existence, and the foundation of development, the entire company would have consensus. Therefore, customer satisfaction and brand image appear significantly positive relation.

Chitty *et al.* (2007) studied about the application of ECSI model as a predictor of satisfaction and loyalty for backpacker hostels and the researchers found that perceived value has a direct effect upon customer satisfaction. Raza *et al.* (2012) studied the relationship between service quality and satisfaction is positive in the hotel industry. Turkyilamz *et al.* (2013) explored the universal structure modeling approach to customer satisfaction index and the researchers found that there is a positive progressive relationship between perceived value and customer satisfaction. Hellier *et al.* (2003) studied on the customer satisfaction and repurchase intention of a general structural equation model and the researchers investigated that perceived value has a strongly positive effect towards customer satisfaction. Bontis *et al.* (2007) studied about the customer satisfaction, loyalty and service recommendation in the banking industry and the researchers found that perceived value has a positive direct effect upon customer satisfaction. Raza *et al.* (2012) studied about the relationship between service quality, perceived value and satisfaction in the hotel industry and the researchers found that there is a positive relationship between perceived value and customer satisfaction. Monroe (1989) described that value perception is manipulated consumer satisfaction

due to its capability which can be made as the customer approach and as the outcome; value perception is a viewpoint as a composition of customer satisfaction. Fornell *et al.* (1996), Gilbert *et al.* (2004), Kara *et al.* (1995) and Lee *et al.* (1997) proposed that perceived value is one proceeding of consumer satisfaction but that it is external to support and quality.

2.3 Previous studies

This part is the previous empirical researchers' data and which has been collected, and utilized as the secondary data for this study. In this part, the researcher will discuss the customer satisfaction of hotels and the relationship between service quality dimensions (tangibility, responsiveness, reliability, assurance, empathy), perceived value, brand image and customer satisfaction. The researcher applied seven empirical previous studies in this part.

Channoi *et al.* (2013) studied about a comprehensive Hierarchical Model of Resort Hotel Stays in Thailand: An Empirical Analysis. A study that develops a much deeper insight into the marketing constructs such as service quality and its dimensions, customer perceived value, satisfaction, corporate image, and customer loyalty is of vital importance for the resort hotels to survive in the competitive market. Therefore, this study aimed to adopt a comprehensive hierarchical modeling approach as a framework to identify the dimensions of service quality and to analyze the interrelationships between the aforementioned five marketing constructs. This study applied mix method research to analyze the data. The data analysis applied SPSS software and AMOS software. The data was collected in Phuket province between April and August 2012 using a self-administered survey. Three focus group interviews and a pre-test preceded the data collection process. The instrument was then pre-tested with a sample of 30 resort hotel customers who had stayed at a Thai resort hotel for at least 5 days. Primary data was collected from resort hotel guests who stayed over at one of any 4-star resort hotel located in Phuket. The nationality, length-of-stay and interaction with the resort were criteria for classifying and selecting a participant. The target population focused on customers from the United Kingdom, Australia and The United States as they are the main tourist markets of Thailand in terms of budget

spending and numbers lodging in resort hotels (Ministry of Tourism and Sport Thailand., 2012). A convenient sampling approach was used in this study. Approximately 600 resort hotel guests were personally approached to participate in the survey. 500 Resort hotel guests agreed to respond to the questionnaire and 500 questionnaires were distributed and returned.

However, 44 of these were subsequently excluded as they were incomplete or not suitable for use in this study, resulting in a total 456 usable responses. In addition, Exploratory Factor Analysis, Confirmatory Factor Analysis, and Structural Equation Modeling were utilized to analyze the data. The results support a comprehensive hierarchical structure of service quality for resort hotel stays that consists of eleven first order sub-dimensions: attitude, behavior, professionalism, decor & ambiance, room quality, design, location & convenience, facility & activity, valence, waiting time and sociability, three second order primary dimensions: interaction, physical environment and outcome quality and overall service quality. The sub-dimensions that drive the primary three dimensions vary in number and importance; however, outcome quality is the most important primary dimension for overall service quality performance. Furthermore, service quality is the most important determinant of customer satisfaction which is the most significant antecedent of customer loyalty. Lastly, customer satisfaction is found as a complete mediator variable on the relationship between service quality and customer loyalty, customer perceived value and customer loyalty.

Kawachart and Sriboonjit (2013) researched that customer satisfaction with luxury hotel in Bangkok: The influence of housekeeping services quality. The purpose of this study is to examine the service quality, to represent what factors of housekeeping-service quality make the greatest contribution to customer satisfaction in housekeeping services of luxury hotels in Bangkok. The items of these four dimensions were adapted and recorded based on the LQI model for investigating the specific context. Data are gathered from 200 Thai and foreign respondents who stayed in the luxury hotel located at CBD of Bangkok within six months. The housekeeping-service quality was measured using four LQI dimensions of tangibility, reliability, responsiveness and communication as a predictor toward customer satisfaction. Hypothesizing these four dimensions has a direct effect on customer satisfaction in housekeeping services. Data are examined by using exploratory factor analysis and

multiple regression analysis. The result indicated that two out of four original constructs had direct effects on customer satisfaction. However, this study found two new constructs, which understand and competency that had a direct effect on customer satisfaction. The final model consisted of four constructs, namely reliability, responsiveness, understanding, and competency which had an influence on customer satisfaction directly. The final model has relatively good explanatory power with $R^2 = 40.6\%$. The competency was the most significant in the final model.

Raza *et al.* (2012) analyzed about the relationship between service quality, perceived value, satisfaction and revisit intention in the hotel industry. The purpose of this study is to seek the dimensions of service quality and perceived value in hotel industry environment. Total of 250 customers was taken from five big cities of Pakistan and 125 questionnaires data were collected completely and other incomplete questionnaires were discarded. The researchers applied a survey technique to collect questionnaires from 125 luxury hotel customers of Pakistan. Respondents were assisted to complete questionnaire. The researchers concluded that there is a positive relationship between perceived value and customer satisfaction. Then, the researchers investigated that there is a positive relationship between service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) and perceived value.

Wang *et al.* (2008) studied at Cultural perspectives: Chinese customers' perceptions of UK hotel service quality. The purpose of this paper is to assess the Chinese tourists' perceptions of the UK hotel service quality, and to analyze the role of Chinese culture in influencing their expectations and perceptions. In total, 51 visitors take part in the survey during the months of June and July, 2006. After discarding "spoilt" or "non-answered" questionnaires, the final sample comprises of 46 respondents. The researchers applied an adapted SERVQUAL questionnaire for measuring hotel service quality attributes, and paired t-test and the Mann-Whitney test for data analysis in the study. The researcher also utilized the pilot test of the questionnaires takes place in China among five managers of China Merchants International Travel Corporation. The analysis of data shows that service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) are significant relationship with customer satisfaction.

Shafiq *et al.* (2013) explored about the impact of service quality on customer satisfaction for a study of hotel industry in Faisalabad, Pakistan. The purpose of this study is to evaluate the hotels' service quality through customer satisfaction. The researchers applied SERVPERF tool that was adopted and administration to customers who stayed in the hotels of Faisalabad, Pakistan. The researcher selected 100 respondents based on non-probability convenience sampling technique for collecting data. The researchers found that there is a positive statistically significant relationship between the three dimensions of service quality (assurance, reliability and responsiveness) and customer satisfaction, but there is no relationship between the two service quality dimensions (tangibility and empathy) and customer satisfaction.

Maghzi *et al.* (2013) examined about the influence of service quality and satisfaction towards the hotel industry. The objective of this study is to comprehend the influence of service quality and customer satisfaction on brand trust for hotel services in Dubai. The researchers investigated a total of 100 local and international hotel customers. The researcher collected data by self-employed and applied Pearson correlation analysis was applied to determine the degree of association among the main constructs of variables. The researchers utilized the statistical package for the social sciences (SPSS) to investigate the relationship between the variables for testing research objectives. The researchers also applied independent sample t-test and Analysis of variance (ANOVA) for identifying the influence of various demographic factors. The researchers investigated that there is a very strong and positive correlation between service quality and customer satisfaction.

Mohajeraniand and Miremadi (2013) examined the main perspectives towards customer satisfaction in the hotel industry. The purposes of this research are to explore the customer satisfaction from two main perceptions of customers and hotel managers, explaining whether there is a significant difference in customers and hotel managers perceptions of customer satisfaction or not, and what role customer satisfaction factors such as perceived quality, perceived value, image and customer's expectations have in making these differences and to find out a significant difference between male satisfaction and female satisfaction factors. The researcher selected the quantitative research methodology to analysis and research for this study. The researchers collected

285 respondents from the hotel managers and customers in Iran and applied two different kinds of questionnaires for this study. The results stated that there is a relationship between perceived value and satisfaction and image and satisfaction as well. Then the researchers also investigated that there is a significant difference between two perspectives of hotel managers and customers in this all effective factors of customer satisfaction and its consequences but there is no significant difference between customer satisfaction of males and females.

Chitty *et al.* (2007) investigated about an application of the ECSI (European Customer Satisfaction Index) model a predictor of customer satisfaction and loyalty for backpacker hostels. The purpose of this study is to determine which factors are important for customer satisfaction with a service and their loyalty to a given service provider, in particular , context of backpacking in Australia, a significant element of the country’s hospitality and tourism economy. Respondents from this study are 281 backpackers staying at the three youth hostels in Australia, who thus responded whilst actually experiencing the service encounter rather than in recalling it later. The result showed that perceived value has a direct effect upon customer satisfaction.

Table 2.1: Summary of previous studies

Researchers	Title	Methodologies	Findings
Channoi <i>et al.</i> (2013)	A comprehensive Hierarchical Model of Resort Hotel Stays in Thailand: An Empirical Analysis.	456 primary data mix method applied SPSS software and AMOS software	Service quality is the most important determinant of customer satisfaction which is the most significant antecedent of customer loyalty. Customer satisfaction is found as a complete mediator variable on the relationship between service quality and

			customer loyalty, customer perceived value and customer loyalty.
Kawachart and Sriboonjit (2013)	Customer satisfaction with luxury hotel in Bangkok: The influence of housekeeping services quality.	<ul style="list-style-type: none"> -200 primary data -Exploratory factor analysis and Multiple regression analysis. 	<ul style="list-style-type: none"> -Reliability, Responsiveness, Understanding, and Competency which had an influence on customer satisfaction directly. -The Competency was the most significant in the final model.
Raza <i>et al.</i> (2012)	the relationship between service quality, perceived value, satisfaction and revisit intention in the hotel industry.	<ul style="list-style-type: none"> -125 primary data -Pearson Correlation 	<ul style="list-style-type: none"> -There is a positive the relationship between perceived value and customer satisfaction. -There is a positive relationship between service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) and perceived value.
Wang <i>et al.</i> (2008)	Cultural perspectives: Chinese customers' perceptions of UK hotel service	<ul style="list-style-type: none"> -46 primary data -paired t-test and Mann-Whitney test 	Service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) are significant relationship with customer satisfaction.

	quality		
Shafiq <i>et al.</i> (2013)	The impact of service quality on customer satisfaction for a study of hotel industry in Faisalabad, Pakistan.	100 primary data Multiple regression analysis.	There is a positive statistically significant relationship between the three dimensions of service quality (assurance, reliability and responsiveness) and customer satisfaction, but there is no relationship between the two service quality dimensions (tangibility and empathy) and customer satisfaction.
Maghzi <i>et al.</i> (2013)	The influence of service quality and satisfaction towards the hotel industry.	100 primary data independent sample t-test and Analysis of variance (ANOVA)	There is a very strong and positive correlation between service quality and customer satisfaction.
Mohajeraniand and Miremadi (2013)	The main perspectives towards customer satisfaction in the hotel industry.	285 primary data Independent T-test	There is a relationship between perceived value and satisfaction and image and satisfaction as well. There is a significant difference between two perspectives of hotel managers and customers in this all effective factors of customer satisfaction and its consequences.

			- There is no significant difference between customer satisfaction of males and females.
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CHAPTER 3

RESEARCH FRAMEWORK

In this chapter, the researcher explains about the theoretical framework, conceptual framework, hypotheses, and operationalization of the variables. The theoretical framework comes from the concepts and theories of the researcher which was drawn from the literature review. The researcher will relate theories and literature review to develop a conceptual framework of the research. The researcher drew the conceptual framework based on the concepts and basics of the theory. After developing the conceptual framework, the researcher creates the hypotheses related to this study.

3.1 Theoretical framework

The theoretical framework is used as a model that explores the relationship between variables in a logical pattern. The researcher modified the conceptual framework based on three major research models.

The first research model is the influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions and which was designed by Ryu, Lee and Kim (2012). This study is the first one to develop an integrated model that explicitly accounts for the influence of three restaurant service quality factors on restaurant image and customer perceived value. The researchers applied ten hypotheses and seven variables; quality of physical environment, food quality, service quality, restaurant image, customer perceived value, customer satisfaction and behavioral intentions in this research model. The researchers select four authentic Chinese restaurants to collect the questionnaires and which are situated in a southeastern state in the USA. The restaurants can deliver the genuine Chinese food as well as authentic Chinese atmosphere. The menu has both versions of Chinese and English languages. The result of the study shows that the

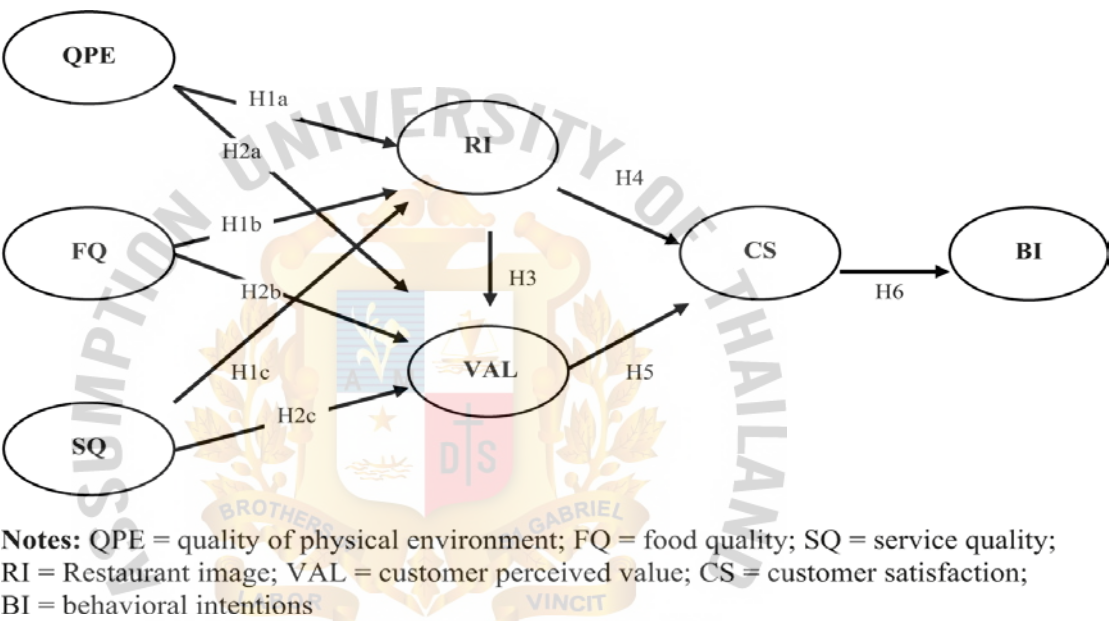
quality of the physical environment, food, and service are significant determinants of restaurant image. Then, the quality of the physical environment and food is significant predictors of customer perceived value. The restaurant image was also found to be a significant antecedent of customer perceived value. Moreover, the results reinforced that customer perceived value is certainly a significant determinant of customer satisfaction, and customer satisfaction is a significant predictor of behavioral intentions.

The second research model is the customer based brand equity which was evidenced from the hotel industry and which was built up by Kayaman and Arasli (2007). The researchers established the research model with eight variables (tangibility, responsiveness, reliability, assurance, empathy, brand loyalty, brand image and brand awareness) and seventeen hypotheses. This study provides important visions into the development and measurement of customer based on hotel brand equity scale and limited hotel brand equity literature. The data are collected from foreign visitors who were staying in five-star hotels in northern Cyprus and their age is not restricted. The result shows that the findings support the three-dimensional model of customer-based brand equity in the hotel industry. Brand awareness dimension was not found a significant effect in the tested model for hotels. The present study contributes to the understanding of customer-based brand equity measurement by examining the dimensionality of this construct.

The last research model is the investigating the effects of service quality dimensions and expertise on loyalty and which was developed by Jamal and Anastasiadou (2009). The researchers applied eight hypotheses and eight variables; tangibility, responsiveness, reliability, assurance, empathy, satisfaction, expertise and customer loyalty in this research model. The respondents are customers of two leading retail banks in Greece. The model is a good setting for testing in the service sector, because of traditional customers are likely to stay in touch with their respective banks at longer time due to higher perceived switching costs (Asuncion *et al.*, 2004). The result shows that reliability, tangibility and empathy are positively related to customer satisfaction, which in turn is positively related to loyalty. Moreover, while expertise is

negatively related to loyalty, it positively moderates the link between satisfaction and loyalty. This paper discusses the implications for brand managers in terms of targeting and advertising strategies and suggests future research directions. The details of these three research models are as follows:

Figure 3. 1: The research model of the influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions



Source: Ryu, K., Lee, H. R., and Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223

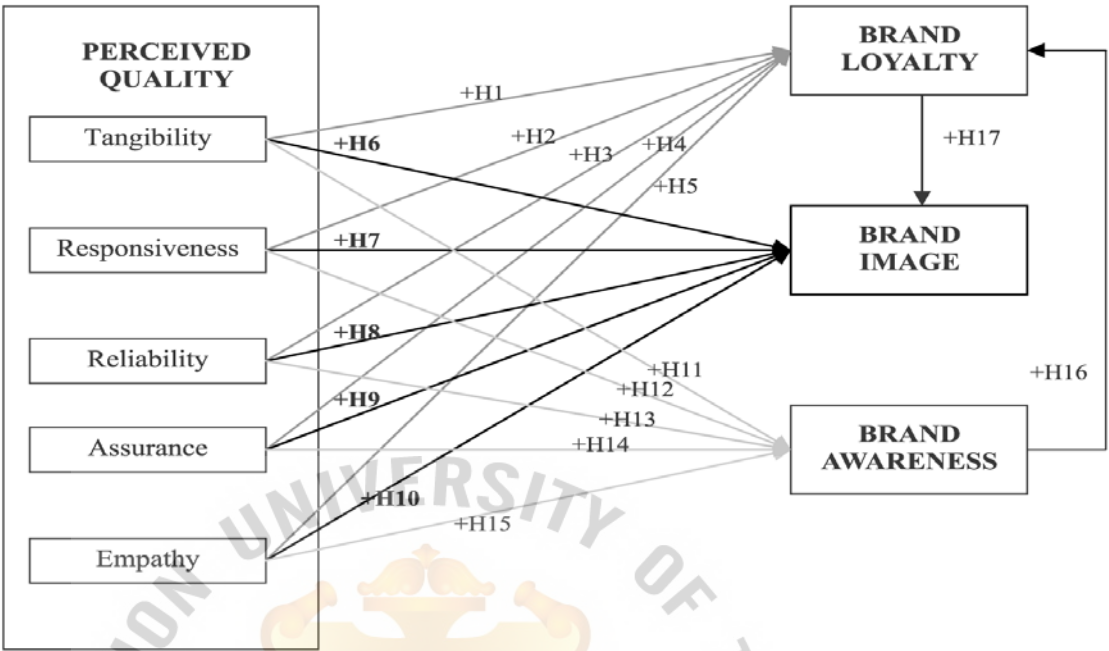
This research model is about the impact of three dimensions of food service quality (physical environment, food, service quality) on restaurant image, customer perceived value, customer satisfaction, and behavioral intention and which was designed by Ryu *et al.* (2012). Data are collected from the Chinese restaurants in the USA via a self-administered questionnaire. The researchers collected 310 data from customer at four Chinese restaurants located in a southeastern state in the USA from October to November in 2008. The researchers applied 300 completed and returned questionnaires for the final data analysis. The testing of the hypotheses in this study adopted a

structural equation modeling (SEM) designed to simultaneously examine the structural relationships among the proposed constructs.

Restaurants used in this research model have some criteria. The first criteria is customers should be genuinely found in four Chinese restaurant, second is the customers of restaurant must be eaten (male of 50.3 percent and female of 49.7 percent), third is customers should be come from different area and the last criteria is customer must be correlated with various levels (high, middle and low levels). Most of the respondents are Caucasian which were 58 percent and others are Asian of 22 percent, Hispanic of 12 percent and African and American of 8 percent. The researchers selected four restaurant sample surveys for this research model. The result showed that 50.7 percent of respondents were repeat visitors and 49.3 percent were first-time visitors.

The analysis of data shows that quality of physical environment and service quality has a negative relationship with the customer perceived value of the restaurant and restaurant image also has a negative relationship with customer satisfaction. Quality of the physical environment, food quality and service quality has a positive relationship with restaurant image and food quality supports customer perceived value. Customer perceived value supports customer satisfaction and finally, customer satisfaction supports behavioral intentions. The results showed that quality of physical environment, food quality and service quality were significant predictors of customer perceived value; the restaurant image was found to be a significant determinant of customer perceived value, furthermore, customer perceived value is a deep and significant determinant of customer satisfaction, and customer satisfaction is a predictor of behavioral intention.

Figure 3. 2: The research model of Customer based brand equity: evidence from the hotel industry



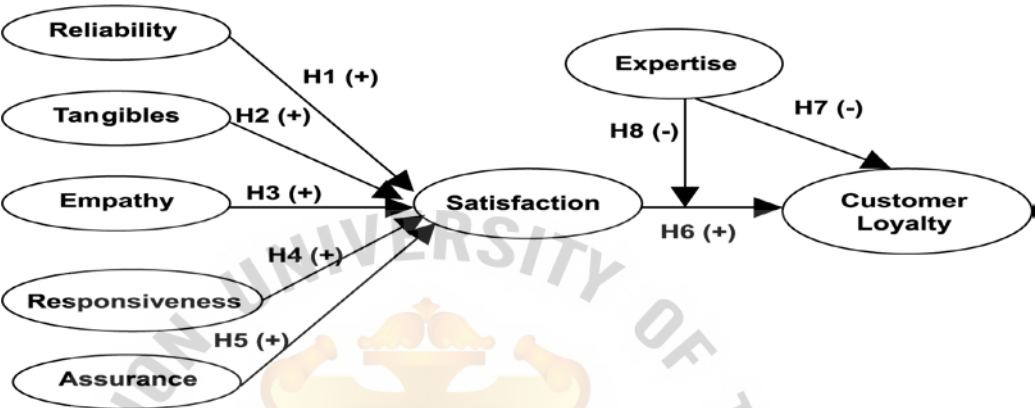
Source: Kayaman, R., and Arasli, H. (2007). Customer based brand equity: evidence from the hotel industry. *Managing Service Quality*, 17(1), 92-109

This model is the interrelations of the four brand equity components and which was developed by Kayaman and Arasli (2007). The purpose of this study is to explore the relationship of brand awareness, brand loyalty, perceived quality and brand image in the hotel industry and to improve the conceptualization of customer-based hotel brand equity. Judgmental sampling was used for specifying the sample of the study and the respondents are 345 tourists and the researchers collected the questionnaires when the time of their departure in North Cyprus hotels. Their questionnaires are collected by using self-administered manner of respondents. The sample consisted of 184 males (53.3 percent) and 161 females (46.7 percent) respondents.

Data analysis shows that tangibles and responsiveness have significant and positive influence on brand loyalty. Tangibles, reliability and empathy have significant indirect impact on brand image. Brand loyalty is under a significant positive effect on brand image. The result proves that the effect of perceived service quality is partly arbitrated through brand loyalty. The researchers suggested that hotel managers and

executives should seek to affect the perceived quality, brand image, brand loyalty and brand awareness in their organizations and design their service delivery process by considering relations between customers based brand equity components.

Figure 3.3: The research model of investigating the effects of service quality dimensions and expertise on loyalty.



Source: Jamal, A., and Anastasiadou, K. (2009). Investigating the effects of service quality dimensions and expertise on loyalty. *European Journal of Marketing*, 43(3/4), 398-420

Jamal and Anastasiadou (2009) investigated the effects of service quality dimensions (SERVQUAL instrument) and expertise on customer loyalty. The study is to fill the gaps in the literature and to investigate the effects of individual dimensions of service quality in creating and enhancing customer loyalty through customer satisfaction also aim to investigate the direct and indirect impacts of customer expertise on customer loyalty. The questionnaires are arranged with two versions of Greek and English. The completed and returned 250 questionnaires are collected from retail bank users in four branches of the two major Greek banks in Thessaloniki, the second biggest city in Greece, located in the North of the country. 33 percent of data indicated that their banking tenure with their main bank from one to five years; however 67 percent indicated to have banked for more than five years.

The researchers found that satisfaction is impacted tangibility, responsiveness, reliability, assurance and empathy. Tangibility, reliability and empathy have a direct

and significant effect on satisfaction, with tangibility is appeared a strongest predictor on satisfaction, closely followed by reliability. However, the data do not confirm the links from responsiveness to satisfaction and from assurance to satisfaction. Besides, satisfaction is significantly and positively associated with loyalty. Therefore, it seems reasonable to conclude that both satisfaction and loyalty levels can be improved adequately by focusing on the reliability, tangibility and empathy dimensions of service quality within the retail banking sector. The reliability dimension had a significant effect on satisfaction, which has to be in conformity with prior research which has reported reliability to be an important predictor of satisfaction. It is clear from researcher data that customers' feelings of their bank's ability to perform the service dependably and accurately tend to become positive once they perceive that their banks keep their promises, provide services at the promised time and show a sympathetic and reassuring attitude when customers have any problems. Moreover, the results reported here add to the extant literature LeBlanc and Nguyen (1988) suggested that service quality resides in the physical environment associated with the service offering. This is consistent with the banking literature, which has reported tangibles to be an important predictor of satisfaction.

The researchers found that empathy had a positive and significant effect on satisfaction, although the regression coefficient was smallest in comparison with tangibles and reliability. Since empathy-related factors are conducive to the formation of customer relationships in services, these data suggest that banks need to give attention to such aspects as providing individual attention to customers and understanding and satisfying customers' specific needs. Also, given the non-significant effects of assurance and responsiveness, the results appear to reflect a general lack of trust perceived by the respondents towards their respective banks and their employees. Moreover, researcher findings confirm the partial mediating role of satisfaction on the relationship among reliability, tangibles, empathy and customer loyalty and therefore reconfirm the significance of customer satisfaction in the service setting. The analysis result displays a negative relationship between expertise and customer loyalty. Opposing the researcher expectations, the data reveal a positive moderator effect of

expertise on the relationship between satisfaction and loyalty. Especially, the strength of the relationship between customer satisfaction and loyalty seemed to become stronger for respondents with higher levels of expertise than those with lower levels of expertise.

3.2 Conceptual framework

The conceptual framework is the researcher's own model and it explains the relationship between independent and dependent variables. According to Sekaran (1992), independent variable is one that influences the dependent variable with a positive or negative way and the dependent variable is the variable of main interest to the researcher. In this research, researcher used three research models to draw conceptual framework. In developing the conceptual model, this article begins with a discussion of selected variables that contribute to customer satisfaction, and within this context, explains how some of these variables may be directly associate with each other. The conceptual framework consists of two parts. The first part is the customer selected cause and the hotel provide service and these are independent variables (service quality, customer image and customer perceived value). The second part is the consumer satisfaction feedback and which is the dependent variable.

The researcher applied service quality, image, perceived value and customer satisfaction from the first research model. Zeithaml *et al.* (1998) defined service quality is customer's judgment about total excellence or superiority of service or product and is similar to an attitude. Low and Lamb (2000) defined the image as the reasoned or emotional perceptions consumers associate with a specific brand. Zeithaml *et al.* (1988) defined perceived value as a customer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given. Evans *et al.* (2006) defined customer satisfaction as the feeling or attitude of a customer towards a product or service after it has been used.

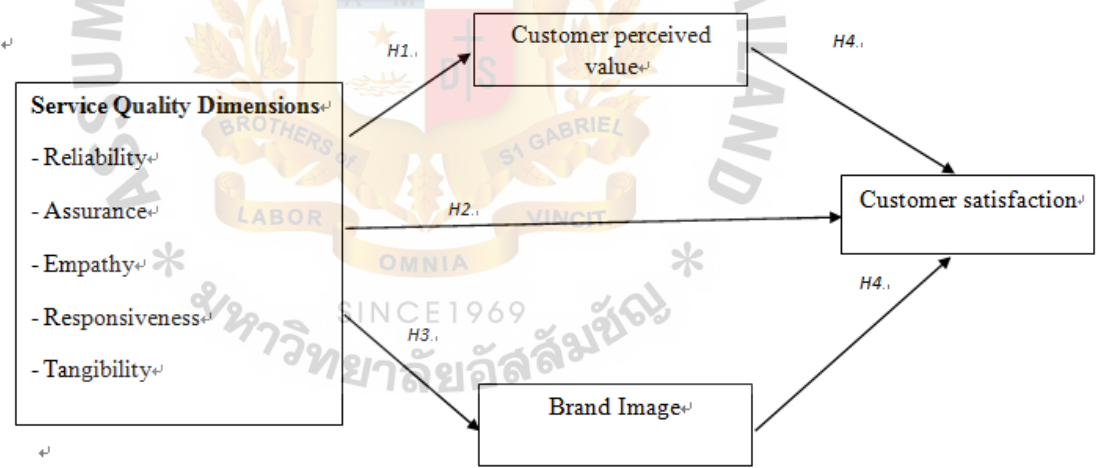
The researcher applied perceived quality (tangibility, responsiveness, reliability, assurance and empathy) and image variables from the second research model.

Parasuranman *et al.* (1998)) defined

and appearance of personal and also defined responsiveness as the willingness to help customers and provide prompt service. Parasuranman *et al.* (1998) also defined reliability as the ability to perform the promised service dependably and accurately and assurance as the knowledge and courtesy of employees and their ability to inspire trust and confidence and also defined empathy as the caring, individualized attention the firm provides for its customers.

The researcher applied service quality variables (tangibility, responsiveness, reliability, assurance and empathy) and satisfaction from the extant research model. Finally, the researcher modified an examination of customer satisfaction and related factors for this study as follows:

Figure 3. 4: Modified Conceptual Framework of Service quality, Brand image and Customer perceived value impact on Customer Satisfaction



3.3 Research hypotheses

Sekaran (1992) stated that the hypothesis is an assumption or guess that a researcher makes about some characteristics of the population under study. Depending on Zikmund (2003), hypothesis is conjectural statements of the relationship between two or more variables that carry clear implications for testing stated relations. There are 5 hypotheses in this study and they are divided into two main groups. Hypotheses under

group one will be tested with multiple regression analysis and under group two will be tested with Pearson correlation. The detailed of these two groups are as follows;

H1o: Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy is not influenced on customer perceived value

H1a: Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy is influenced on customer perceived value

H2o: Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy is not influenced on customer satisfaction

H2a: Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy is influenced on customer satisfaction

H3o: Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy is not influenced on brand image

H3a: Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy is influenced on brand image

H4o: Customer perceived value and brand image are not influenced on customer satisfaction

H4a: Customer perceived value and brand image are influenced on customer satisfaction

3.4 Operationalization of the variables

Table 3. 1: Operationalization of the variables

Variable	Concept of variable	Operational Components	Measurement scale
Service Quality deminsiom: Tangibility Responsiveness Reliability Assurance Empathy	Zeithaml <i>et al.</i> (1998) defined service quality is customer's judgment about total excellence or superiority of service or product and is similar to an attitude.		
Tangibility	Parasuranman <i>et al.</i> (1998) defined tangible as a physical conveniences, equipment and	<ul style="list-style-type: none"> Shangri-La Hotel is near to the city and very convenient for transportation. The surrounding environment of Shangri-La Hotel is very nice. 	Interval Scale

	<p>appearance of personality.</p>	<ul style="list-style-type: none"> ▪ The price of Shangri-La Hotel is reasonable. ▪ Shangri-La Hotel has some suitable and adequate leisure facilities (e.g. sauna, pool, games) ▪ The communication facilities of Shangri-La Hotel are suitable and adequate. ▪ The lobby of the Shangri-La Hotel is spacious and inviting with well-maintained furnishings. ▪ The bedroom of Shangri-La Hotel is welcoming and gives a relaxed atmosphere. ▪ The bedroom of Shangri-La Hotel is roomy and clear. ▪ The decoration and layout of the bedroom are good. ▪ The room of Shangri-La Hotel has adequate facilities (e.g. TV, telephone, fridge, safe box, and kettle). ▪ The bathroom of Shangri-La Hotel is clean and has good facilities. ▪ Shangri-La Hotel supply personal service items. ▪ The restaurant of Shangri-La Hotel is under a relaxed and comfortable environment. 	
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		<ul style="list-style-type: none"> ▪ The restaurant service of Shangri-La Hotel is prompt and efficient. ▪ The dishes of Shangri-La Hotel are nicely prepared and presented 	
Responsiveness	Parasuranman <i>et al.</i> (1998) defined responsiveness as willingness to help customers and provide prompt service.	<ul style="list-style-type: none"> ▪ Shangri-La Hotel staff is helpful, polite, and friendly to help customers. ▪ Shangri-La Hotel staff is never too busy to respond to customers' requests. ▪ Shangri-La Hotel customers are well informed about services and other facilities. 	Interval Scale
Reliability	Parasuranman <i>et al.</i> (1998) defined reliability as the ability to perform the promised service dependably and accurately.	<ul style="list-style-type: none"> ▪ Shangri-La Hotel staff shows sincere interest in solving a problem for guests. ▪ Shangri-La Hotel services are performed correctly the first time. ▪ Shangri-La Hotel services are provided efficiently and on time. ▪ Shangri-La Hotel's check-in/out and other services are error free. 	Interval Scale
Assurance	Parasuranman <i>et al.</i> (1998) defined assurance as the	<ul style="list-style-type: none"> ▪ Shangri-La Hotel staff behavior gives confidence to customers (e.g. makes them feel important). 	Interval Scale

	knowledge and courtesy of employees and their ability to inspire trust and confidence.	<ul style="list-style-type: none"> ▪ Shangri-La Hotel staff is suitably attired. ▪ Shangri-La Hotel staff is consistently courteous with customers. ▪ Shangri-La Hotel staff has ability and knowledge to answer customers' questions. 	
Empathy	Parasuranman <i>et al.</i> (1998) defined empathy as the caring, individualized attention the firm provides for its customers.	<ul style="list-style-type: none"> ▪ Shangri-La Hotel staff is both friendly and courteous, (e.g. give customers personal attention). ▪ Shangri-La Hotel provides some operating hours of the facilities for convenient customers. ▪ Shangri-La Hotel has customers' best interests at heart. 	Interval Scale
Brand Image	Low and Lamb (2000) defined brand image as the reasoned or emotional perceptions consumers associate to a specific brands.	<ul style="list-style-type: none"> ▪ Shangri-La Hotel has a long history. ▪ Shangri-La Hotel has a very clean image. ▪ Shangri-La Hotel is a comfortable and luxurious five star hotel. ▪ Shangri-La Hotel staff is very kind and service attitude is very nice. 	Interval Scale
Customer Perceived Value	Zeithaml <i>et al.</i> (1988) defined perceived value as a customer's overall assessment	<ul style="list-style-type: none"> ▪ Shangri-La Hotel offers good value for money. ▪ Shangri-La Hotel offers good quality accommodation. ▪ I have really enjoyed my stay at Shangri-La Hotel. 	Interval Scale

	of the utility of a product or service based on perceptions of what is received and what is given.		
Customer Satisfaction	Evans <i>et al.</i> (2006) defined customer satisfaction as the feeling or attitude of a customer towards a product or service after it has been used.	<ul style="list-style-type: none"> ▪ I am satisfied with staff's response and prompt services at Shangri-La Hotel. ▪ I have really enjoyed myself at Shangri-La Hotel. ▪ I will recommend Shangri-La Hotel to my friends. 	Interval Scale

CHAPTER 4

RESEARCH METHODOLOGY

This chapter consists of seven parts. First part is the methods of research used and the researcher explains which methods are applied for this study to evaluate service quality brand image

Second part is respondents and sampling procedures, which detailed the explanation about the target population, sampling unit, sample size, and sampling procedures are using in this study. Third part is the research instruments and it explains the questionnaires used throughout this research with their scaling methods. Fourth part is pretests. Fifth part includes the collection of data and the researcher used both primary and secondary data in this study. Sixth part includes statistical treatment of data and seventh part explains the summary of statistical tools used in testing hypotheses.

4.1 Methods of research used

In this study, the researcher has applied descriptive research which is designed to describe the characteristics of a population or a phenomenon. Churchill (1999) stated that descriptive research is applied to evaluate the proportion of people in a specific population who behave in a certain way. Zikmund (2003) also stated that descriptive research explains the characteristics of a population and also seeks to determine the answers to who, what, when, where and how questions. Therefore, descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible.

The researcher also applied the survey method to distribute the composition of the questionnaire to gather the information from the respondents. Aaker *et al.* (1997) defined that the survey is a research technique normally used to collect primary data by

communicating with a representative sample of the target population. Zikmund (2003) stated this survey technique provides a quick, inexpensive, efficient and accurate mean of assessing information about the population. To collect the data, the researcher distributed the questionnaire to Shangri-La Hotel's guests in Bangkok, who are available to answer the questions to find out impact factors of Shangri-La Hotel's customer satisfaction is included service quality (tangibility, responsiveness, reliability, assurance and empathy) , brand in questionnaires just used vision of English.

4.2 Respondents and sampling procedures

For this research, the respondents are customers who stayed at Bangkok Shangri-La Hotel. The data are collected by judgment sampling and the procedure is as follows;

4.2.1 Target Population

Malhotra (2000) stated that the target population is the collection of elements of objects which possess the information that the researcher is seeking. Babit *et al.* (2010) defined that the target population is the complete group of specific population elements relevant to the research project. The object of this research is to study customer satisfaction towards Shangri-la Hotel in Bangkok. Then, the target population of this study is both Thai and foreign customers, both male and female who had stayed at least one night in Shangri-La hotel in Bangkok.

Pizam and Ellis (1999) stated that customers' requirements have increased rapidly in the last few decades and their level of satisfaction. In reality, affects a hotel's success. It is widely accepted that it is easier to sell to an existing customer than to find a new one; that is why customer satisfaction level is a very important issue. A delighted customer is more likely to purchase a service once again and this customer is sharing a positive experience with the closest one. Hayers (2008) stated that a customer'

requirement is essential because it provides the service provider with better understanding of the way customers define the quality of the service and product. If the company understands customers' requirements, it is easier for service providers to satisfy them. Knowing of customers' satisfaction level and their requirements will also help in finding out the best direction in which the company needs to go on.

4.2.2 Sampling Unit

Zikmund *et al.* (2010) stated that the sampling unit is defined as a single element or group of elements subject to selection in the sample. Davis (2004) defined sample unit is no overlapping elements from the population. Sample units can be individuals, households, city blocks, census tract, departments, companies, or any other logical units that are relevant to the study at hand. Sample of this research includes both Thai and foreign customers who have been stayed at least one night at the Shangri-La hotel in Bangkok.

4.2.3 Sample Size

Hair *et al.* (2009) stated that the sample size must be large enough to pose the entire population in order to get a valid result. Based on Berenson *et al.* (2000) stated sample size is the size of a sample; the number of observations or cases specified by the estimated variance of the population, the magnitude of acceptable error and the confidence level. In this research, the sample size is established by using the estimated proportion and the procedure is the sample proportion to estimate the unknown population proportion. Zikmund (2003) defined that the sample was shown to indicate or measure the whole sampling size. Therefore, the researcher used the formula to be determined the sample size. The population proportion should include a confidence of error in a specific number and the confident in this research is 95%. The formula is:

$$n = \frac{Z^2 pq}{E^2}$$

Or

$$n = \frac{Z^2 p(1-p)}{E^2}$$

The total of the sample size to be respondent in this research is

$$n = \frac{(1.96)^2 (0.5)(1-0.5)}{(0.05)^2}$$

$$n = 384.16 \text{ samples}$$

$$\approx 384 \text{ samples}$$

Where:

n = the number of items in sample

Z^2 = the square of the confidence level in standard error units. The Z score is based on 95% confidence level; therefore, the number of standard score of Z associated with a confidence level is equal to 1.96.

p = the estimated proportion of success. For a conservative approach, let the value of $p = 0.5$ (Berenson *et al.* 2000)

$q = 1-p$, or estimated proportion of failures and which is 0.5

E^2 = the square of the maximum allowance for the error between the true proportion and the sample proportion. Hair (2000) stated that 0.05 or 5% is the acceptable sampling error in estimating the population proportion.

Based on the desired level of confidence is set at 95%. Hence, Z score is 1.96 (Vonder and Vasishth, 2011), p value is equal to 0.5, so $(1-P)$ is equal to 0.5. In this study, the allowance error is valued at 5% that is e value is equal to 0.05. The result of calculation is 384 samples, the requirement of minimum respondents in this research decided to use the sample size with 400 samples. McClave and Sincich (2004) stated that the value should be rounded up in order to make the sample size be sufficient enough to achieve the reliability. Therefore, the researcher collected 400 respondents to be the sample size.

4.2.4 Sampling Procedure

Zikmund *et al.* (2009) stated that the sampling involves any procedure that utilizes a small number of items or that which uses a part of the population to make a conclusion regarding the whole population. Non-probability sampling is a sampling technique in which units of the sample are selected on the basis of personal judgment or convenience. Therefore, non-probability sampling is considered by the researcher for this research. In this research, the researcher used the non-probability sampling to find the sampling unit, because the specific respondents are Thai and foreign customers who have stayed at least one night at the Shangri-La hotel in Bangkok. The researcher applied judgment and convenience sampling in this investigation. The detailed explanations of these samples are as follows:

Step 1: Judgment Sampling

Malhotra (2000) defined as judgment sampling or purposive sampling is a non-probability technique in which an experienced individual selected the sample based upon some appropriate characteristic of the sample members. Giffin (2013) stated judge sampling as a non-probability technique in which an experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member. In this study, based hotel staffs help, the researcher can judge and selected customers who have been stayed at least one night at the Shangri-La hotel in Bangkok.

Step 2: Convenience Sampling

David and Cosenza (1993) stated that convenience sampling is called accidental or haphazard sampling which is the sampling procedure of obtaining those people or units that are most conveniently available and involve collecting information from members of the population who are conveniently available to supply information. Cooper (2003) stated convenience sampling is unrestricted reliable design, and it is normally the cheapest and easiest to conduct. Thus, this sampling method was utilized to gather

information from 400 customers who are available to answer questions in the Shangri-La hotel in Bangkok, Thailand.

4.3 Research instrument/questionnaires

Questionnaires are invoked as the research instrument to gather from customers who have been stayed at least one night at the Shangri-La hotel in Bangkok. The questions are included on the basis of theoretical frameworks and previous studies. The researcher wants to understand whether Shangri-la hotel customer satisfaction is influenced by these factors (included service quality, brand image, customer perceived value). The study will help hotels management to know service quality, customer perceived value and brand image how to influence customer satisfaction through the data feedback result. It will help hotels management in improving service quality and fulfilling better customers' expectations. In this research, questionnaires are divided into six parts which screening question, service quality dimension (tangibility, responsiveness, reliability, assurance and empathy), brand image, customer perceived value, customer satisfaction and demographic factors.

Hair (2000) stated that Likert scale is a special rating scale format that asks respondents to indicate the extent to which they agree or disagree with a series of mental belief or behavioral belief statements about a given object and it is also a cognitive-based scale measurement. Zikmund (2003) also stated "with

Likert scale, respondents indicate their attitudes by checking how strongly they agree or disagree with carefully constructed statements that range from very negative to very positive toward the attitudinal objects".

In this study, the first part screen available Shangri-la hotel customer, the second to fifth part apply five-points Likert scale method for each questionnaire for gather the questionnaire about customer satisfaction in Shangri-La hotel in Bangkok as follows;

- 1 = strongly disagree
- 2 = disagree
- 3 = neither agree nor disagree

4 = agree

5 = strongly agree

In the sixth part, the questionnaire consists of questions on personal information of respondents such as gender, age, educational level, marital status, occupation, purpose of the trip, monthly income. And the researcher used one of wording questions types which are types of fixed – alternative questions: a determinant-choice question that means the respondents are allowed to choose only one answer among several possible alternatives (Zikmund, 2010).

PART 1: Screening Question

The first part of the questionnaire makes up of screening questions to screen qualified target respondents who have been stayed at least one night in Shangri-La hotel in Bangkok. Hence, respondents will be invited “Have you ever stayed at least one night in Shangri-La hotel in Bangkok?” The researcher designed two answers: “Yes” and “No”. If the respondent's selection is “Yes”, they are permitted to take the next part in this survey, but if they select “No” they will be skipped.

PART 2: Service quality dimension

This part includes twenty nine questions to measure the service quality dimensions of the Shangri-La hotel (Question 1-29). The Questions of service quality were adapted from Cultural perspectives: Chinese perceptions of UK hotel of Yi *et al.*(2008), which include tangibility (Question 1-15), responsiveness (Question 16-19), reliability (Question 20-22), assurance (Question 23-26), empathy (Question 27-29). The researcher applied five points Likert scales for this measurement, (1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and, 5 = strongly agree).

PART 3: Brand image

This part contains four questions to measure the brand image of Shangri-La hotel (Question 30-33). The questions were adapted from Customer based brand equity: evidence from the hotel industry of Kayaman and Arasli (2007) and The influence of

the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions of Ryu *et al.*(2011). The researcher applied the five-point Likert scale for this measurement, (1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and, 5 = strongly agree).

PART 4: Customer perceived value

This part is made up of three questions to measure the customer perceived value of Shangri-La Hotel (Question 34-36). The questions were adapted from The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions of Ryu *et al.*(2011). The researcher applied the five-point Likert scale for this measurement, (1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and, 5 = strongly agree).

PART 5: Customer satisfaction

There are four questions in this part to measure the customer satisfaction of Shangri-La hotel (Question 37-39). The questions were also adapted from The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions of Ryu *et al.*(2011). The researcher applied the five-point Likert scale for this measurement, (1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and, 5 = strongly agree).

PART 6: Demographic Factors

For demographic data, the researcher designed to use the category scale as a tool to measure the demographic information of the respondents. Eastlaw (2012) defined that the category scale is a scale model collection in the same group of the category. This part consists of seven questions about the gender, age, educational level, marital status, occupation, purpose of trip and income per month or allowance from parents per month

of respondents (Question 40- 46).

Table 4.1 Summary of Number of Questions in each part

Part	Type of Question		No. of Questions	Questionnaire Scale
Part 1	Service quality dimensions	Tangibility	1-15	Likert Scale
		Responsiveness	16-19	Likert Scale
		Reliability	20-22	Likert Scale
		Assurance	23-26	Likert Scale
		Empathy	27-29	Likert Scale
Part 2	Brand image		30-33	Likert Scale
Part 3	Customer perceived value		34-36	Likert Scale
Part 4	Customer satisfaction		37-39	Likert Scale
Part 5	Demographic factors		40-46	Category Sclae
Total questions			46	

4.4 Pretests

Zikmund (2003) defined that the pretests are trial runs with a group of respondents for the purpose of detecting problems in the questionnaire instructions or design. The good questionnaire should not be confusing, ambiguous, and potentially offensive to the respondents, leading to basic. Therefore, to test the effectiveness of the questionnaire, a pre-test was utilized. Sekaran and Bougie (2009) mentioned that all questions of each variable were needed to test the reliability which may use Cronbach’s Coefficient Alpha (α) scale. The questions in the questionnaire were processed in Statistic Package for Social Science (SPSS) program by using Cronbach’s Alpha test. Churchill (1999) stated reliability is a measure of the consistency of the instrument; if an instrument gives consistent measurement of values, the instrument is reliable.

Vanichbancha (2003) stated that to conduct a pretest, the number of respondents to be set between 20-100 respondents. In this research, the researcher will collect the data from 50 respondents as samples, in order to obtain accurate results to test the questionnaire. The researcher collected primary data for pretest at Shangri-La hotel lobby in the third week of April, 2014.

Reliability of testing tested four variables, which are service quality dimension, brand image, customer perceived value and customer satisfaction. Sekaran (1992) stated that the reliability value for each variable is not indicated less than 0.60. All questionnaires are consistent and reliable to use as research instruments in this research. The detailed reliability analysis (alpha value) for each variable is as follows;

Table 4.2: The value of Reliability Analysis

Variables		Alpha (α -test)
Service quality dimensions	Tangibility	.882
	Reliability	.775
	Responsiveness	.671
	Assurance	.800
	Empathy	.815
Brand image		.744
Customer perceived value		.788
Customer satisfaction		.859

Table 4.2 showed the values of the reliability analysis of the variables applied in this research. Alpha (α) of valuable tangibility showed 0.882. Alpha (α) of valuable reliability showed 0.775. Alpha (α) of valuable responsiveness showed 0.671. Alpha (α) of valuable assurance showed 0.800. Alpha (α) of valuable empathy showed 0.815. Alpha (α) of valuable brand image showed 0.744. Alpha (α) of valuable customer perceived value showed 0.788. Alpha (α) of valuable customer satisfaction

showed 0.859. The result of the pretest showed that Alpha values for all variables are more than 0.60. Then, variables applied in the research are consistent and reliable and the researcher can continue next stage.

4.5 Collection of data/gather procedures

Zikmund *et al.* (2009) stated that data collection methods are behavioral observations, interviews and survey questionnaire methods. The researcher applied both primary and secondary method to gather data in this study. Churchill (1999) defined that the primary data is data gathered and assembled specifically for the research project at hand. The researcher applied survey technique for collecting data as primary data. In this study, the researcher will distribute 400 of the self-administered questionnaires to the Thai and foreign customers who have been stayed in the Bangkok Shangri-La hotel at least one night. The questionnaire designed and applied English vision.

Built on discussion with the hotel management, guests at the hotel were primarily business and leisure travelers from around the world, and often stayed at Shangri-La hotel similar to this property. For the sake of not inconveniencing the hotel or the guest and their respect from the hotel, convenience sampling was carried out. In this study, the hotel's front desk was responsible for providing guests with the opportunity to volunteer after customers stayed at least one night or check out. The researcher will stay and wait in the hotel lobby from 11:00 am, to 3:00 pm, to distribute the questionnaires among the respondents. The respondents will be explained some questions to be in a position to understand and answer them well. The researcher provided a pen and an envelope into which customers insert the completed questionnaire. Chocolate sweets also provided as an incentive for the customer to complete the questionnaire.

In this study, the investigator gained the secondary data through hospitality industry related articles and magazines as well as information from Textbook, Thai Tourism Board, World Tourism Organization, and the analyzing of Internet sources providing information and customers' feedbacks of the hotels mentioned above.

4.6 Statistical treatment of data

The researcher will use SPSS software to analyze the completed and returned 400 questionnaires. Kelly *et al.* (1993) indicated that SPSS is a unique software solution for the specific application with the fully integrated survey analysis system. The researcher applied in this research is descriptive analysis and Inferential Analysis, which include Pearson Correlation Analysis and Multiple Linear Regression Analysis (MLR). The data analysis will apply in this research are described as follows:

4.6.1 Descriptive Analysis

Hair *et al.* (2009) states descriptive analyses as the procedure to collect, summarize, classify, and present data. Zikmund *et al.* (2009) also stated that descriptive analysis is the technique and it could sum up the specifications of the population or sample. Aaker (2000) stated that descriptive statistics can express by using frequency table, percentage, bar chart, histogram, graphically, or tabular forms and it can illustrate the summarization of the collected data to be clearance and understandable, and it is also the procedures of classifying, interpreting, analyzing, and describing the data. The calculation of the average, frequency distributions and percentage distributions will be applied for summarizing the data in this study. All of the data will be used through using SPSS (Statistical Package for Social Science) program for analysis by making sure the accuracy in this study. The researcher applied descriptive statistics to analyze information about the demographic questions in this research.

4.6.2 Inferential Analysis

Gravetter and Wallnau (2000) stated that inferential statistics consist of methods that the researcher to investigate the sample and then from generalizations about the populations from which they were designated. Sekeran (1992) defined that inferential analysis shows how variables can relate to each other or whether there is any difference between two or more groups. In this study, the researcher will apply Multiple Linear

Regression Analysis (MLR) method to tests the relationship between service quality dimensions, brand image, customer perceived value and customer satisfaction.

4.6.3 Multiple Linear Regression Analysis (MLR)

Hair *et al.* (2006) stated that multiple linear regression analysis is utilized to analyze the relationship between single dependent variable and multiple independent variables. The real objective of using MLR is to predict the single dependent value which is selected by the researcher with the use of independent variables which values are known. Each independent variable is weighted by the regression analysis procedure. These weights of independent variables which were calculated by regression analysis denote their contribution of independent variables to the overall prediction. Davis (2005) defined multiple linear regressions as more than one independent variable affects change in another variable. Aaker *et al.* (2000) indicated that MLR is a dependent statistical technique and if the researcher used MLR in his study, he must divide all the variables into independent and dependent variables. MLR is only utilized when dependent and independent variables are metric and data can be appropriately transferred. Selection of dependent and independent variables for using MLR is depended on theoretical relationships between them. The equation of multiple linear regressions is;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \varepsilon$$

Where;

- Y_i = dependent variable,
- X_1, X_2, \dots, X_n = values of independent variable,
- $\beta_0, \beta_1, \dots, \beta_n$ = model parameters (regression coefficient)
- ε_i = random error

From the multiple regression analysis that has been discussed above. The coefficient of determination, r^2 or (r-square) was examined as an evaluation of the

goodness of model fit in regression analysis (Hair *et al.*,2006). The value of coefficient of determination generally determined the proportion of the variance that is predicted by other variables, which can range from zero to one, which an r-square of zero means dependent variable (Y) could not be predicted by independent variable (X), and an r-square of one means the independent variable could predict dependent variable without any error (Hair *et al.*,2006). Therefore, the closer the r-square is one, the more probable prediction. An equation for calculating coefficient of determination is given below:

$$r^2 = \frac{SS \text{ (regression)}}{SS \text{ (total)}}$$

Where,

r^2 = coefficient of determination

SS (regression) = sum of square of deviations between predicted value and the mean

SS (total) = total sum of the square that represents as sum of the square of the difference between actual value and the mean

4.6.4 ANOVA Table for Multiple Regression Analysis

The Analysis of Variance (ANOVA) table can give the researchers the following information:

1. Degrees of Freedom (df)
2. The Sum of The Squares (SS)
3. The Mean Square (MS)
4. The F ratio (F)

Sums of squares are actually the sums of the squared deviations about a mean. ANOVA table has the regression sum of squares (SSR), the Total sum of squares (SST) and the residual sum of squares (the error sum of squares). The computations of sums of squares are shown in below:

Computation of sums of squares	
Case	Formula(s)
General case:	$SST = \sum_{j=1}^N (y_j - \bar{y})^2 = SSR + SSE$ $SSR = \sum_{j=1}^N (\hat{y}_j - \bar{y})^2 = SST - SSE$ $SSE = \sum_{j=1}^N (y_j - \hat{y}_j)^2 = \sum_{j=1}^N e_j^2 = SST - SSR$

The ANOVA table is as follows:

Source	df	SS	MS	F [†]
Regression	k	SSR	MSR= SSR/k	MSR/MSE [‡]
Error	n-(k+1)	SSE	MSE=SSE/[n-(k+1)] [‡]	
Total	n-1	SS total [‡]		

Uses of the ANOVA table

- The information in the ANOVA table has several uses as follows:
- MST in the ANOVA table is equal to the variance of y
 - SSR/SST in the ANOVA table is equal to Coefficient of Multiple Determination (R²)
 - MSE in ANOVA table is used to calculate the standard error of the estimate (s_e)
 - The F statistic in the ANOVA table with degree of freedom K, N-K-1 can be applied to test the hypothesis that ρ² = 0 (or all betas equal to zero)

Based on a multiple linear regression (MLR) method, the researcher of this study used the F test to test the hypothesis. Render (2006) stated that a statistical hypotheses test must be applied to determine whether there is a linear relation between independent

variable (X) and dependent variable (Y). If the value of β is 0, there is no relationship between X and Y and null hypotheses is accepted. If the β value is not equal to 0, there is a relationship between X and Y and null hypotheses is rejected. Existence of a linear relationship can be observed by F-test and the following is the equation for F-test:

$$F = \frac{MSR}{MSE}$$

Where:

F = F-statistic

MSR = mean of squared regression

MSE = mean of squared error

When calculating F-value, a significance level has to be determined. The level of significance to conduct for F-test in this study is 0.05. If the significant level for F-test is lower, null hypothesis is rejected and there is a linear relationship between X and Y. If the significant level for F-test is greater, null hypothesis is failed to reject and there is no relationship between X and Y.

4.7 Summary of statistical tools used in testing hypotheses

In this study, the researcher used Multiple Linear Regression Analysis (MLR) method provided the F- test. Hypothesis testing in multiple linker regression, F test can be utilized to test individual coefficients and also to check the significance of a number of regression coefficients. Multiple Linear Regression Analysis (MLR) is used among service quality, brand image and customer perceived value. The researcher supplied F-test in order to test the significant of multiple regression analysis by statistically examining the null hypotheses that there is no correlation between proposed independent variables and dependent variable. Therefore, if the significant level of F-test is less than 0.05, the null hypotheses are rejected, which refers there is a statistical association independent variables and dependent variables. Conversely, if the significant level of F-test is larger than 0.05, the null hypotheses are failed to reject, which mean that there is no relationship between independent variables and dependent

variables. The null hypotheses are summarized in the Table 4.5 with the statistical techniques used as follows;

Table 4.3: The summary of statistical techniques used in each hypothesis

Null Hypothesis	Null Hypothesis Description	Statistical Technique Used
H1 ₀	Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy is not influenced on customer perceived value	Multiple regression analysis
H2 ₀	Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy is not influenced on customer satisfaction	Multiple regression analysis
H3 ₀	Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy is not influenced on brand image	Multiple regression analysis
H4 ₀	Customer perceived value and brand image are not influenced on customer satisfaction	Multiple regression analysis

CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

In Chapter 5, the research describes the significances of the data collected from Thai and foreign customers, who have been stayed at least one night in Shangri-La hotel in Bangkok. The entire analysis procedures extremely depend on the SPSS program. The data will be handled by three sections. First, descriptive analysis of the demographic factors is taken in order to depict the most basic information of respondents. Second, the descriptive analysis of the main variables designates the mean and standard deviation of each component of variables. The concluding section is hypothesis testing. In which the researcher applied the appropriate means of the software programs. Each of the hypotheses has been tested by using the relevant statistical test.

5.1 Descriptive analyses of demographic factors

Descriptive statistical method is defined as the features of the population or samples in an investigation, also is applied as raw data transformation which will generate a way of understanding the collection of data (Zikmund, 2003). The population or samples is shortened to arrange for an overall knowledge of the investigator. In this study, descriptive statistics are developed to represent the demographic structures of both Thai and foreign customers of the Shangri-La hotel in Bangkok, who had accommodated at least one night in this hotel by using frequency and percentage data.

Demographic information includes of gender, age, education level, marital status, occupation, purpose of trip and monthly income level. Totally, 400 respondents participated cooperated in this survey.

Table 5.1.1: Descriptive analysis of Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	183	45.8	45.8	45.8
	female	217	54.2	54.2	100.0
	Total	400	100.0	100.0	

Table 5.1 shows the analysis of gender levels using percentage of respondents and frequency in this study. The researcher investigated that among the 400 respondents, the highest percentage of respondent's gender were 54.2% (217) of females and others was 45.8% (183) of males.

Table 5.1.2: Descriptive analysis of Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than or equal 18	36	9.0	9.0	9.0
	21-30	234	58.5	58.5	67.5
	31-40	105	26.2	26.2	93.8
	41-50	25	6.2	6.2	100.0
	Total	400	100.0	100.0	

Table 5.1.2 shows that the majority of the respondents in this study were aged from 21 to 30 years old with 58.5% (234 respondents). There are 26.2% of respondents who were aged from 31 to 40 years old (105 respondents). There are 9% of respondents who were

aged less than or equal 18 years old (36 respondents). There are 6.2 % of respondents who were aged more than 40 years old (25 respondents).

Table 5.1.3: Descriptive and analysis of education level

Education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than Bachelor degree	40	10.0	10.0	10.0
	Bachelor degree / In reading Bachelor	152	38.0	38.0	48.0
	Master Degree / In reading Master	208	52.0	52.0	100.0
	Total	400	100.0	100.0	

Table 5.1.3 indicates that the respondents with Master Degree / In reading Master are the largest groups with 52% (208 respondents), followed by 38% of correspondents hold Bachelor degree / in reading Bachelor (152 respondents). There is the percentage of 10% that shows the respondents with less than Bachelor degree of education (40 respondents).

Table 5.1.4: Descriptive and analysis of marital status

Marital status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	240	60.0	60.0	60.0
	Marriage	160	40.0	40.0	100.0
	Total	400	100.0	100.0	

Table 5.1.4 indicates that the largest groups of 400 respondents were single with 60% (240 respondents), followed by 40% of correspondents who were married (160 respondents).

Table 5.1.5: Descriptive and analysis of Occupation

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	158	39.5	39.5	39.5
	Business sector employee	178	44.5	44.5	84.0
	Business owner	56	14.0	14.0	98.0
	Other	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

Table 5.1.5 shows that the majority of respondents were business sector employees with 44.5% (178 respondents). There are 39.5% of respondents who were student (158 respondents). There is the percentage of 14% that shows the respondents were business owner (56 respondents). There is the percentage of 2% that shows the respondents who were other occupations (8 respondents).

Table 5.1.6: Descriptive and analysis of purpose of trip

		Purpose of trip			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	118	29.5	29.5	29.5
	Tourism / holiday	213	53.2	53.2	82.8
	Congress/convention	69	17.2	17.2	100.0
	Total	400	100.0	100.0	

Table 5.1.6 shows that purpose of the trip of the largest group of respondents was tourism / holiday with 53.2% (213 respondents). There are 29.5% of respondents who their purpose of the trip was business (118 respondents). There is the percentage of 17.2% of respondents who their purpose of trip respondents was Congress/convention (69 respondents).

Table 5.1.7: Descriptive and analysis of monthly income level

Monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No income	27	6.8	6.8	6.8
	Less than or equal to 20,000 Baht	71	17.8	16.0	22.8
	Between 20,001 to 30,000 Baht	119	29.8	29.8	52.5
	Between 30,001 to 40,000 Baht	79	19.8	19.8	72.2
	Between 40,001 to 50,000 Baht	64	16.0	17.8	90.0
	More than and equal to 50,000 Baht	40	10.0	10.0	100.0
	Total	400	100.0	100.0	

Table 5.1.7 shows the largest group of respondents, who earn 20,001 to 30,000 Baht a month with 29.8% (119 respondents). 19.8% of the respondents have the income between 30,001 to 40,000 Baht (79 respondents). 17.8% of the respondents have the income of 20,000 Baht and less (71 respondents). 16% of the respondents have the income between 40,001 to 50,000 Baht (64 respondents). The earnings of 10% of respondents were more than and equal to 50,000 Baht (40 respondents). Only, 6.8% of respondents had no income (27 respondents).

Table 5.1.8: Summary of demographic factors by using frequency and percentage

Variables	Frequency (f)	Percentage (%)
Gender		
-Male	183	45.8
-Female	217	54.2
Age		
-Less than or equal 18	36	9.0
-21-30	234	58.5
-31-40	105	26.2
-41-50	25	6.2
Education Level		
- Less than Bachelor degree	40	10.0
- Bachelor degree / In reading Bachelor	152	38.0
- Master Degree / In reading Master	208	52.0
Marital Status		
- Single	240	60.0
- Married	160	40.0
Occupation		
- Student	158	39.5
- Business sector employee	178	44.5
- Business owner	56	14.0
- Other	8	2.0
Purpose of trip		
- Business	118	29.5
- Tourism / holiday	213	53.2
- Congress/convention	69	17.2

Monthly Income Level		
No income	27	6.8
Less than or equal to 20,000 Baht	71	17.8
Between 20,001 to 30,000 Baht	119	29.8
Between 30,001 to 40,000 Baht	79	19.8
Between 40,001 to 50,000 Baht	64	16.0
More than and equal to 50,000 Baht	40	10.0
Total	400	100

5.2 Descriptive analyses of valuables

In this section, the analysis of variables is presented by using descriptive statistical technique. The result of the means and standard deviation of each variable projected in the conceptual framework will be confirmed in the order as follow: service quality (in terms of tangibility, responsiveness, reliability, assurance and empathy), customer perceived value, brand image and customer satisfaction in this research.

Table 5.2.1: Descriptive statistics of Tangibility

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Shangri-La Hotel is near to the city and very convenient for transportation.	400	3	5	4.04	.463
The surrounding environment of Shangri-La Hotel is very nice.	400	3	5	4.05	.636
The price of Shangri-La Hotel is reasonable.	400	3	5	4.05	.681
Shangri-La Hotel has some suitable and	400	3	5	3.64	.571

adequate leisure facilities (e.g. sauna, pool, games).					
The communication facilities of Shangri-La Hotel are suitable and adequate.	400	2	5	3.87	.588
The lobby of Shangri-La Hotel is spacious and invited with well-maintained furnishings	400	2	5	3.94	.808
The bedroom of Shangri-La Hotel is welcoming and gives a relaxed atmosphere	400	2	5	4.14	.667
The bedroom of Shangri-La Hotel is roomy and clear	400	3	5	4.04	.463
The decoration and layout of the bedroom are good	400	3	5	4.05	.649
The room of Shangri-La Hotel has adequate facilities (e.g. TV, telephone, fridge, safe box, kettle)	400	3	5	4.04	.696
The bathroom of Shangri-La Hotel is clean and has good facilities.	400	3	5	3.65	.578
Shangri-La Hotel supply personal service items	400	2	5	3.86	.608
The restaurant of Shangri-La Hotel has a relaxed and comfortable environment.	400	2	5	3.91	.796
The restaurant service of Shangri-La Hotel is prompt and efficient.	400	2	5	4.11	.678
The dishes of Shangri-La Hotel are nicely prepared and presented.	400	3	5	4.04	.484

Valid N (listwise)	400				
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From Table 5.2.1, the researcher investigated that the highest mean was “The restaurant service of Shangri-La Hotel is prompt and efficient.” which was equal to 4.14. The lowest mean was “Shangri-La Hotel has some suitable and adequate leisure facilities (e.g. sauna, pool, games).” which was equal to 3.64. The highest standard deviation was “The lobby of Shangri-La Hotel is spacious and invited with well-maintained furnishings” which equal to .808. The lowest standard deviation are “Shangri-La Hotel is near to the city and very convenient for transportation.” and “The bedroom of Shangri-La Hotel is roomy and clear.” which equal to .463.

Table 5.2.2: Descriptive statistics of Reliability

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The staff of Shangri-La Hotel shows sincere interest in solving a problem for guest.	400	2	5	3.75	.741
Shangri-La Hotel services are performed correctly the first time	400	2	5	3.80	.809
Shangri-La Hotel services are provided efficiently and on time	400	2	5	3.92	.803
Shangri-La Hotel’s check-in/out and other services are error free	400	2	5	3.84	.661
Valid N (listwise)	400				

From Table 5.2.2, the researcher investigated that the highest mean was “Shangri-La Hotel services are provided efficiently and on time” which was equal to 3.92. The lowest

mean was “The staff of Shangri-La Hotel shows sincere interest in solving a problem for guest.” which equal to 3.75. The highest standard deviation was “Shangri-La Hotel services are performed correctly the first time” which equal to .809. The lowest standard deviation was “Shangri-La Hotel’s check-in/out and other services are error free” which equal to .661.

Table 5.2.3: Descriptive statistics of Responsiveness

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Shangri-La Hotel staff is helpful, polite, and friendly to help customers.	400	2	5	3.79	.819
Shangri-La Hotel staff is never too busy to respond to customers' requests	400	2	5	3.91	.832
Shangri-La Hotel customers are well informed about services and other facilities	400	2	5	3.71	.770
Valid N (listwise)	400				

From Table 5.2.3, the researcher investigated that the highest mean was “Shangri-La Hotel staff is never too busy to respond to customers’ requests” which equal to 3.91. The lowest mean was “Shangri-La Hotel customers are well informed about services and other facilities” which equal to 3.71. The highest standard deviation was “Shangri-La Hotel staff is never too busy to respond to customers’ requests” which equal to .832. The lowest standard deviation was “Shangri-La Hotel customers are well informed about services and other facilities” which equal to .770.

Table 5.2.4: Descriptive statistics of price Assurance

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Shangri-La Hotel staffs behavior gives confidence to customers (e.g. Makes them feel important)	400	2	5	3.97	.813
Shangri-La Hotel staff is suitably dressed	400	2	5	3.67	.860
Shangri-La Hotel staff is consistently courteous with customers	400	2	5	3.99	.918
Shangri-La Hotel staff has ability and knowledge to answer customers' questions	400	2	5	3.54	.831
Valid N (listwise)	400				

From Table 5.2.4, the researcher investigated that the highest mean was “Shangri-La Hotel staff is consistently courteous with customers” which equal to 3.99 and the lowest mean was “Shangri-La Hotel staff has ability and knowledge to answer customers’ questions” which equal to 3.54. The highest standard deviation was “Shangri-La Hotel staff is consistently courteous with customers” which equal to .918. The lowest standard deviation was “Shangri-La Hotel staffs behavior gives confidence to customers (e.g. Makes them feel important)” which equal to .813.

Table 5.2.5: Descriptive statistics of Empathy

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Shangri-La Hotel staff is both friendly and courteous, (e.g. give customers personal attention)	400	2	5	3.53	.732
Shangri-La Hotel provides some operating hours of the facilities for convenient customers	400	2	5	3.73	.913
Shangri-La Hotel has customers' best interests at heart	400	2	5	3.74	.757
Valid N (listwise)	400				

From Table 5.2.5, the researcher investigated that the highest mean was “Shangri-La Hotel has customers’ best interests at heart” which equal to 3.74 and lowest mean was “Shangri-La Hotel staff is both friendly and courteous, (e.g. give customers personal attention)” which equal to 3.53. The highest standard deviation was “Shangri-La Hotel provides some operating hours of the facilities for convenient customers” which equal to .913. The lowest standard deviation was “Shangri-La Hotel staff is both friendly and courteous, (e.g. give customers personal attention)” which equal to .732.

Table 5.2.6: Descriptive statistics of brand image

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Shangri-La Hotel has a long history	400	2	5	3.75	.786
Shangri-La Hotel has a very clean image	400	2	5	3.73	.753
Shangri-La Hotel is a comfortable and luxurious five star hotel	400	2	5	3.79	.819
Shangri-La Hotel staff is very kind and service attitude is very nice.	400	2	5	3.64	.657
Valid N (listwise)	400				

From Table 5.2.6, the researcher investigated that the highest mean was “Shangri-La Hotel is a comfortable and luxurious five star hotel” which equal to 3.79 and the lowest mean was “Shangri-La Hotel staff is very kind and service attitude is very nice.” which equal to 3.64. The highest standard deviation was “Shangri-La Hotel is a comfortable and luxurious five star hotel.” which equal to .819. The lowest standard deviation was “Shangri-La Hotel staff is very kind and service attitude is very nice.” which equal to .675.

Table 5.2.7: Descriptive statistics of attitude towards customer perceived value

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Shangri-La Hotel offers good value for money	400	2	5	3.65	.710
Shangri-La Hotel offers good quality accommodation	400	2	5	3.33	.681
I have really enjoyed my stay at Shangri-La Hotel	400	2	5	3.50	.826
Valid N (listwise)	400				

From Table 5.2.7, the researcher investigated that the highest mean was “Shangri-La Hotel offers good value for money” which equal to 3.65 and the lowest mean was “Shangri-La Hotel offers good quality accommodation” which equal to 3.33. The highest standard deviation was “I have really enjoyed my stay at Shangri-La Hotel.” which equal to .826. The lowest standard deviation was “Shangri-La Hotel offers good quality accommodation.” which equal to .681.

Table 5.2.8: Descriptive statistics of Customer satisfaction

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I am satisfied with staff's response and prompt services by Shangri-La Hotel	400	2	5	3.70	.732
I have really enjoyed myself at Shangri-La Hotel.	400	2	5	3.71	.766
I will recommend Shangri-La Hotel to my friends.	400	2	5	3.63	.717
Valid N (listwise)	400				

From Table 5.2.8, the researcher investigated that the highest mean was “I have really enjoyed myself at Shangri-La Hotel.” which equal to 3.71 and the lowest mean was “I will recommend Shangri-La Hotel to my friends.” which equal to 3.63. The highest standard deviation was “I have really enjoyed myself at Shangri-La Hotel.” which equal to .766. The lowest standard deviation was “I will recommend Shangri-La Hotel to my friends.” which equal to .717.

5.3 Reliability analysis

In this study, the reliability test had been employed to exam the reliabilities of questions of each variable. In this research, Cronbach’s alpha would be adopted through the investigator in SPSS. Malhotra (1993) stated that the Cronbach’s alpha findings of the variables would be limited at greater than or equal to 0.06 to be tested whether the questions were approachable and reliable.

Table 5.3.1: The Reliability Test

Variables	Alpha test (α – test)	No. of questions
Tangibility	0.765	15
Reliability	0.774	4
Responsiveness	0.668	3
Assurance	0.805	4
Empathy	0.818	3
Brand image	0.757	4
Customer perceived value	0.831	3
Customer satisfaction	0.842	3

Table 5.3.1 showed that Cronbach’s alpha of tangibility was 0.765; The Cronbach’s alpha of reliability was 0.774; The Cronbach’s alpha of responsiveness was 0.668; The Cronbach’s alpha of assurance was 0.805; The Cronbach’s alpha of empathy was 0.818; The Cronbach’s alpha of brand image was 0.757; Cronbach’s alpha of customer perceived value was 0.831; Cronbach’s alpha of customer satisfaction was 0.842. Based on all variables were greater than 0.6, the all questions were consistent and reliable to be applied as the research instrument in this study.

5.4 Inferential analysis

Based on the outcomes of inferential analysis, the investigator could accomplish the behavior of the population (Terre Blache and Durrheim, 1999). In this research, the investigator exploits Multiplie linear regression to test the hypotheses from Hypotheses 1 to 4. The results of Multiplie linear regression analysis are explained and discussed as below:

Hypothesis 1

H1o: Service quality in terms of tangibility, reliability, responsiveness assurance and empathy was not influenced on customer perceived value

H1a: Service quality in terms of tangibility, reliability, responsiveness assurance and empathy was influenced on customer perceived value

Table 5.4.1: Regression Model summary of Hypothesis 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 ^a	.485	.479	1.99261

a. Predictors: (Constant), EMPmean, ASUmean, TANmean, RESmean, RELmean

In the Table 5.4.1, the value correlation coefficient (R) was 0.697, which means that service quality factors and customer perceived value have a strong positive correlation. The multiple coefficient of determination, R-square (R^2) was equal to 0.485 which indicates that 48.5% of customer perceived value was influenced by the tangibility, reliability, responsiveness, assurance and empathy.

Table 5.4.2: ANOVA Table for Regression Model of Hypothesis 1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1475.533	5	295.107	74.325	.000 ^a
	Residual	1564.377	394	3.971		
	Total	3039.910	399			

a. Predictors: (Constant), EMPmean, ASUmean, TANmean, RESmean, RELmean

b. Dependent Variable: CPVmean

Table 5.4.2 showed that the F value was equal to 74.325, and significance level was equal to .000 which was less than .05 (.000<.05). Therefore, the null hypothesis was rejected. It means that at least one variable of sub-variable of service quality (included tangibility, reliability, responsiveness, assurance and empathy) would be rejected or influenced on customer perceived value.

Table 5.4.3: Coefficient summary for Regression Model of Hypothesis 1

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	1.615	.608		2.657
	TANmean	.128	.057	.118	2.248
	RELmean	.208	.061	.214	3.390
	RESmean	.192	.065	.159	2.957
	ASUmean	.289	.060	.301	4.836
	EMPmean	.107	.049	.101	2.172

a. Dependent Variable: CPVmean

From Table 5.4.3, all the independent variables of five sub variables of service quality have the significance level less than 0.05 which are tangibility (.025), reliability (.001), responsiveness (.003), assurance (.000) and empathy (.030). Consequently, this implies that all the service quality factors, which include tangibility, reliability, responsiveness, assurance and empathy, significantly influence on customer perceived value at the .05 significance levels. Beta (β) coefficient shows that service quality in term of assurance had the highest positive influence on the customer perceived value at $\beta = .289$, reliability with $\beta = .208$, responsiveness with $\beta = .192$, tangibility with $\beta = .128$, and empathy with $\beta = .079$, respectively.

Hypothesis 2

H2o: Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy was not influenced on customer satisfaction

H2a: Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy was influenced on customer satisfaction

Table 5.4.4: Regression Model summary of Hypothesis 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.540	1.88585

a. Predictors: (Constant), EMPmean, ASUmean, TANmean, RESmean, RELmean

In the Table 5.4.4, the value correlation coefficient (R) was 0.739, which means that service quality factors and customer satisfaction have a strong positive correlation. The multiple coefficient of determination, R-square (R^2) was equal to 0.546 which indicates that 54.6% of customer satisfaction was influenced by the tangibility, reliability, responsiveness, assurance and empathy.

Table 5.4.5: ANOVA Table for Regression Model of Hypothesis 2

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1682.761	5	336.552	94.632	.000 ^a
	Residual	1401.239	394	3.556		
	Total	3084.000	399			

a. Predictors: (Constant), EMPmean, ASUmean, TANmean, RESmean, RELmean

b. Dependent Variable: CSmean

Table 5.4.5 showed that the F value was equal to 94.632, and significance level was equal to .000 which was less than .05 (.000<.05). Therefore, the null hypothesis was rejected. It means that at least one variable of sub-variable of service quality (included tangibility, reliability, responsiveness, assurance and empathy) would be rejected or influenced on customer satisfaction.

Table 5.4.6: Coefficient summary for Regression Model of Hypothesis 2

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.935	.575		.105
	TANmean	.133	.054	.121	.015
	RELmean	.245	.058	.250	.000
	RESmean	.221	.062	.181	.000
	ASUmean	.275	.057	.284	.000
	EMPmean	.122	.047	.114	.010

a. Dependent Variable: CSmean

As showed in Table 5.4.6, all the independent variables of five sub variables of service quality have the significance level less than 0.05 which are tangibility (.105), reliability (.000), responsiveness (.000), assurance (.000) and empathy (.010), have the significance level of .000, .010, or .015, which are less than .05. Consequently, this implies that all the service quality factors, which include tangibility, reliability, responsiveness, assurance and empathy, influence on customer satisfaction. Beta (β) coefficient shows that service quality in term of assurance had the highest positive influence on customer satisfaction at $\beta = .275$, reliability with $\beta = .245$, responsiveness with $\beta = .221$, tangibility with $\beta = .133$, and empathy with $\beta = .0122$, respectively.

Hypothesis 3

H3o: Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy was not influenced on brand image

H3a: Service quality in terms of tangibility, responsiveness, reliability, assurance and empathy was influenced on brand image

Table 5.4.7: Regression Model summary of Hypothesis 3

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 ^a	.531	.525	1.88119

a. Predictors: (Constant), EMPmean, ASUmean, TANmean, RESmean, RELmean

In the Table 5.4.7, the value correlation coefficient (R) was 0.728, which means that service quality factors and brand image have a strong positive correlation. The multiple coefficient of determination, R-square (R^2) was equal to 0.531 which indicates that 53.1% of the brand image was influenced by the tangibility, reliability, responsiveness, assurance and empathy.

Table 5.4.8: ANOVA Table for Regression Model of Hypothesis 3

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1575.680	5	315.136	89.050	.000 ^a
	Residual	1394.320	394	3.539		
	Total	2970.000	399			

a. Predictors: (Constant), EMPmean, ASUmean, TANmean, RESmean, RELmean

b. Dependent Variable: BImean

Table 5.4.8 showed that the F value was equal to 89.050, and significance level was equal to .000 which was less than .05 (.000<.05). Therefore, the null hypothesis was rejected. It means that at least one variable of sub-variable of service quality (included tangibility, reliability, responsiveness, assurance and empathy) would be rejected or influenced on brand image.

Table 5.4.9: Coefficient summary for Regression Model of Hypothesis 3

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.262	.574		.028
	TANmean	.156	.054	.145	.004
	RELmean	.238	.058	.248	.000
	RESmean	.192	.061	.161	.002
	ASUmean	.276	.056	.291	.000
	EMPmean	.096	.047	.092	.040

a. Dependent Variable: BI_{mean}

As showed in Table 5.4.9, all the independent variables of five sub variables of service quality have the significance level less than 0.05 which are tangibility (.004), reliability (.000), responsiveness (.002), assurance(.000) and empathy (.040), have the significance level of .000, .002, .004 or .040, which are less than .05. Consequently, this implies that all the service quality factors, which include tangibility, reliability, responsiveness, assurance and empathy, influence on brand image. Beta (β) coefficient shows that service quality in term of assurance had the highest positive influence on the brand image as β = .276, reliability with β = .238, responsiveness with β = .192, tangibility with β = .156, and empathy with β = .096, respectively.

Hypothesis 4

H4o: Customer satisfaction was not influenced by customer perceived value and brand image.

H4a: Customer satisfaction was influenced by customer perceived value and brand image.

Table 5.4.10: Regression Model summary of Hypothesis 4

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.986 ^a	.973	.973	.45825

a. Predictors: (Constant), BI_{mean}, CPV_{mean}

In the Table 5.4.10, the value correlation coefficient (R) was 0.986, which means that customer perceived value and brand image have a strong positive correlation with customer satisfaction. The multiple coefficient of determination, R-square (R²) was equal to 0.973 which indicates that 97.3% of the difference of customer satisfaction was influenced by the customer perceived value and brand image.

Table 5.4.11: ANOVA Table for Regression Model of Hypothesis 3

ANOVA ^b					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3000.634	2	1500.317	71453	.000 ^a
Residual	83.366	397	.210		
Total	3084.000	399			

a. Predictors: (Constant), BI_{mean}, CPV_{mean}

b. Dependent Variable: CS_{mean}

Table 5.4.11 showed that the F value was equal to 71453, and significance level was equal to .000 which was less than .05 (.000<.05). Therefore, the null hypothesis

was rejected. It means that the customer perceived value and brand image would be rejected or influenced on customer satisfaction.

Table 5.4.12: Coefficient summary for Regression Model of Hypothesis 4

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.021	.111		-.188	.851
CPVmean	.201	.028	.200	7.105	.000
BImean	.809	.029	.794	28.259	.000

a. Dependent Variable: CSmean

Based on Table 5.4.12, the two independent variables which are customer perceived value (.000) and brand image (.000) have the significance level of .000, which are less than .05. Consequently, this implies that customer perceived value and brand image, influence on customer satisfaction. Beta (β) coefficient shows that brand image had influenced on customer satisfaction at $\beta = .809$, and customer perceived value with $\beta = .201$, respectively.

Table: 5.4.13: Summary of Hypothesis Testing Results

Null hypothesis description	Beta Co-efficient	Significance	Results
H1o: Customer perceived value was not influenced by service quality in terms of tangibility, reliability, responsiveness assurance and empathy. - Assurance - Reliability - Responsiveness - Tangibility - Empathy	 .289 .208 .192 .128 .107	 .000 .001 .003 .025 .030	Reject H1o
H2o: Customer satisfaction was not influenced by service quality in terms of tangibility, reliability, responsiveness assurance and empathy. - Assurance - Reliability - Responsiveness - Tangibility - Empathy	 .275 .245 .221 .133 .122	 .000 .000 .000 .015 .010	Reject H2o
H3o: brand image was not influenced by service quality in terms of tangibility, reliability, responsiveness assurance and empathy. - Assurance - Reliability - Responsiveness - Tangibility	 .276 .238 .192	 .000 .000 .002	Reject H3o

- Empathy	.156 .096	.004 .040	
H4o: Customer satisfaction was not influenced by customer perceived value and brand image.			Reject H4o
- Customer perceived value	.201	.000	
- brand image	.809	.000	



CHAPTER 6

SUMMARY OF THE FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter consisted of sections. The first is a summary of the outcomes, which were including a summary of demographic factors and summary of hypothesis testing. The second section is the conclusion of the research which was implemented to clarify the statement of the problems in chapter one. Third section discusses recommendations which the researcher would like to provide some recommendations based on the hypothesis results. And the final section runs the suggestions for further investigation.

6.1 Summary of the Findings

This part summarized the thesis by outlining the research problem, the research methodological deliberations, and the analysis of the hypothesis testing. The central determination of this research was to investigate, analyze and understand the factors affecting customer satisfaction of Shangri-La Hotel in Bangkok. To examine and gain service quality (included tangibility, reliability, responsiveness, assurance and empathy) how to influence customer perceived value, brand image influence and customer satisfaction, and to find out the significant relationship between customers perceived value and brand image with customer satisfaction.

6.1.1 Summary of Demographic Factors

In this research, 400 questionnaires were distributed to both Thai and foreign customers of the Shangri-La hotel in Bangkok, who have been stayed at least one night in this hotel. Based on the demographic factors of research, the findings showed that out of 400 respondents, 54.2% were females and 45.8% were males. The highest

respondents group of Shangri-La hotel’s customers was 58.5% aged between 21-30 years old. The majority of respondents had Master’s degree. In addition, the largest groups of respondents were single with 60%. Moreover, the majority of respondents were business sector employee with 44.5%. The research showed that purpose of the trip of the largest group of respondents was tourism / holiday with 53.2%. And the largest group of respondents, who earned 20,001 to 30,000 Baht monthly, was 29.8%.

Table 6.1: Summary of results from respondents’ demographic profile

Demographic profile	Majority Group	Total of respondents
Gender	Females	54.2% (217)
Age	21 to 30 years old	58.5% (234)
Education level	Master’s degrees	52% (208)
Marital status	Single	60% (240)
Occupation	Business sector employee	44.5% (178)
Purpose of trip	Tourism / holiday	53.2% (213)
Personal income	20,001 to 30,000 Baht	29.8% (119)

6.1.2 Summary of Hypothesis Testing

In this research, for testing the relationship between the variables, Multiple linear regression was applied. From the study results, all null hypotheses were rejected. As hypotheses 1 to 4 significant values at 0.000 were less than 0.05 at the 95 percent confidence level. It indicates that all elements had a positive relationship with each other. The findings were summarized as follows:

Hypothesis 1: Service quality in terms of tangibility, responsiveness, reliability, responsiveness, assurance and empathy has a statistically significant effect on customer perceived value.

Hypothesis 2: Service quality in terms of tangibility, responsiveness, reliability, responsiveness, assurance and empathy has a statistically significant effect on customer satisfaction.

Hypothesis 3: Service quality in terms of tangibility, responsiveness, reliability, responsiveness, assurance and empathy has a statistically significant effect on brand image.

Hypothesis 4: Customer perceived value and brand image have a statistically significant effect on customer satisfaction.

6.2 Conclusions

This study investigated about the factors influencing customer satisfaction of Bangkok Shangri-La hotel by considering service quality (included tangibility, reliability, responsiveness, assurance and empathy), customer perceived value, brand image and customer satisfaction. It followed with a construction model of the influence of service quality (included tangibility, reliability, responsiveness, assurance and empathy) on customer perceived value and brand image and customer satisfaction, and also the influence of customer perceived value and brand image on customer satisfaction. The following paragraphs indicated the conclusion for the research and also how it was implied in the research results.

For the demographic factors of the research, the results indicated that most of the customers of Shangri-La hotel in Bangkok were the single females and the aged from 21-30 years old, most of them had Master's degrees, worked as the business sector employees and their purpose of trips was holiday. In other words, the Shangri-La hotel's customers who had accommodated at least one night in this hotel were mainly young and educated female adults in Bangkok, Thailand. Shangri-La hotel's managers and marketers should pay greater attention to this group of travelers. They must to analyze and understand their necessities and desires in order to further satisfy the

customers and keep your customer. Because a good impression and a nice service will make your customer to stimulate the purchase desire once again if they need. The researcher investigated (4) hypotheses using Multiple Linear Regression to understand the relationship between the variables.

Based on the result of hypotheses 1, the researcher found that the null hypothesis is rejected. In addition, customer perceived value is influenced by service quality in terms of tangibility, responsiveness, reliability, responsiveness, assurance and empathy. By considering the beta coefficient the researcher indicated that all factors of service quality, which include tangibility ($\beta = .128$), reliability ($\beta = .208$), responsiveness ($\beta = .192$), assurance ($\beta = .289$) and empathy ($\beta = .079$), had the positive influences customer perceived value. It confirmed that service quality in term of assurance had the highest and empathy minimum positive influence on the customer perceived value.

Based on the result of hypotheses 2, the researcher found that the null hypothesis is rejected. In addition, customer satisfaction is influenced by service quality in terms of tangibility, responsiveness, reliability, responsiveness, assurance and empathy. By considering the beta coefficient the researcher indicated that all factors of service quality, which include tangibility ($\beta = .133$), reliability ($\beta = .245$), responsiveness ($\beta = .221$), assurance ($\beta = .275$) and empathy ($\beta = .122$), had the positive influences customer satisfaction. It confirmed that service quality in term of assurance had the highest and empathy minimum positive influence on the customer satisfaction.

Based on the result of hypothesis 3, the researcher found that the null hypothesis is rejected. In addition, brand image is influenced by service quality in terms of tangibility, responsiveness, reliability, responsiveness, assurance and empathy. By considering the beta coefficient the researcher indicated that all factors of service quality, which include tangibility ($\beta = .238$), reliability ($\beta = .238$), responsiveness ($\beta = .192$), assurance ($\beta = .276$) and empathy ($\beta = .096$), had the positive influences brand image. It

confirmed that service quality in term of assurance had the highest and empathy minimum positive influence on the brand image.

Based on the results of the hypothesis 4, the researcher found that the null hypothesis is rejected. And, customer satisfaction is influenced by customer perceived value and brand image. It indicates that customer perceived value and brand image influence on brand image. By considering the beta coefficient the researcher indicated that brand image had the further positive influence on customer satisfaction at $\beta = .809$, and then customer perceived value with $\beta = .201$, respectively.

By better understanding Hotel service quality level, hotel's brand image and customer perceived value and their effects on customer satisfaction it will be helpful for Shangri-La Hotel development and increase customer group in a right channel. The Shangri-La hotel's marketers should be able to the customer's feedback to build and perfect hotel's marketing plans for meeting the customer's actual requirements. With higher service quality, customer perceived value and brand image there will be a positive customer satisfaction.

6.3 Discussion and Implications

The researcher studied the factors affecting customer satisfaction of Bangkok Shangri-La Hotel and the primary data are collected from the respondents who stayed at least one night in a hotel. The researcher collected data from Shangri-La Hotel during June and August of 2014. The researcher applied (7) demographic factors; gender, marital status, age, education, occupation, purpose of the trip, monthly income in this study.

The findings of the investigations also provided some discussion and implication. Based on hypotheses testing of this study, service quality dimension (included tangibility, reliability, responsiveness, assurance and empathy) had the positive influences on customer perceived value, customer satisfaction and brand image. Also,

brand image and customer perceived value had the positive influences on with customer satisfaction. The result of significant values is less than 0.05, which means all of the null hypotheses are rejected. The detailed results of this study are as follows;

From Hypothesis 1, the researcher found that customer perceived value is influenced by service quality dimensions which are tangibility, responsiveness, reliability, responsiveness, assurance and empathy. In addition, the findings of the research proved that all dimensions of service quality, which comprise tangibility, responsiveness, reliability, responsiveness, assurance and empathy, had positive significant positive influences on customer perceived value, which means the null hypothesis is rejected. By considering the beta coefficient the researcher indicated that service quality dimension (included tangibility, responsiveness, reliability, responsiveness, assurance and empathy) have a positive influence on the customer perceived value of Shangri-La hotel and beta weights are coefficients of regression for un standardized data which really helps to understand the relative importance of independent variable in the model. Assurance has the highest beta value which is equal to .289 and it means that the customer perceived value of the Shangri-La hotel is strongly affected by assurance and empathy has the lowest beta value which is equal to .079 and it means that the customer perceived value of the Shangri-La hotel is less affected by empathy. The above discussions support this statement that service quality features (tangibility, empathy, reliability, assurance and responsiveness) have the positive influences with consumer perceived value (Eggert and Ulaga, 2002). A study about the relationship between service quality, perceived value and satisfaction in the hotel industry indicated that there is a positive relationship between service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) and perceived value (Raza et al., 2012).

From Hypothesis 2, the researcher found that customer satisfaction is influenced by service quality dimensions which are tangibility, responsiveness, reliability, responsiveness, assurance and empathy. In addition, the results of the investigation

proved that all dimensions of service quality, which comprise tangibility, responsiveness, reliability, responsiveness, assurance and empathy, had significant positive influences on customer satisfaction, which means the null hypothesis is rejected. By considering the beta coefficient the researcher indicated that service quality dimension (included tangibility, responsiveness, reliability, responsiveness, assurance and empathy) have a positive influence on the customer satisfaction of Shangri-La hotel and beta weights are coefficients of regression for un standardized data which really helps to understand the relative importance of independent variable in the model. Assurance has the highest beta value which is equal to .275 and it means that customer satisfaction of the Shangri-La hotel is strongly affected by assurance and empathy has the lowest beta value which is equal to .122 and it means that customer satisfaction of the Shangri-La hotel is less affected by empathy. The above considerations support this statement that service quality dimensions (included tangibility, responsiveness, reliability, assurance and empathy) are positively associated with customer satisfaction (Raza et al., 2012).

From hypothesis 3, the investigator found that brand image is influenced by service quality dimensions which are tangibility, responsiveness, reliability, responsiveness, assurance and empathy. In addition, the consequences of the study evidenced that all dimensions of service quality, which comprise tangibility, responsiveness, reliability, responsiveness, assurance and empathy, had significant positive influences on brand image, which means the null hypothesis is rejected. By considering the beta coefficient the researcher indicated that service quality dimension (included tangibility, responsiveness, reliability, responsiveness, assurance and empathy) have a positive influence on the brand image of Shangri-La hotel and beta weights are coefficients of regression for un standardized data which really helps to understand the relative importance of independent variable in the model. Assurance has the highest beta value which is equal to .276 and it means that the brand image of Shangri-La hotel is strongly affected by Assurance and empathy has the lowest beta value which is equal to .096 and it means that the brand image of Shangri-La hotel is less affected by empathy. The

above deliberations supports this statement that service quality is an antecedent of building a brand image of the corporate (Nguyen and LeBlanc, 1998).

From hypotheses 4, the researchers found that customer satisfaction is influenced by customer perceived value and brand image. In addition, the consequences of the study evidenced that both customer perceived value and brand image had the significant positive influences on customer satisfaction, which means the null hypotheses are rejected. By considering the beta coefficient the researcher indicated that customer perceived value and brand image have a positive influence on the customer satisfaction of Shangri-La hotel and beta weights are coefficients of regression for un standardized data which really helps to understand the relative importance of independent variable in the model. Brand image has the highest beta value which is equal to .809 and it means that customer satisfaction of the Shangri-La hotel is strongly affected by the brand image and customer perceived value has the lowest beta value which is equal to .201 and it means that customer satisfaction of the Shangri-La hotel is less affected by customer perceived value. In an investigation of the hotel industry, it was proved that brand image has a positive and important influence on customer satisfaction (Sriboonjit, 2013). Also, in a study about the universal structure modeling approach to customer satisfaction index, it was found that there is a significant positive influence of customer perceived value on customer satisfaction (Turkyilamz et al., 2013).

6.4 Recommendation

According to the results, which are found in this research and in order to attract Shangri-La hotel's customers to further stay and use the services of this hotel, the investigator would like to provide some recommendations based on hypotheses about outcomes.

Table 6.2: The Bata (β) coefficient result of hypotheses 1, hypotheses 2 and hypotheses 3

Service quality dimension	CPV Bata (β) coefficient	Rank	CS Bata (β) coefficient	Rank	BI Bata (β) coefficient	Rank
Assurance	.289	1	.275	1	.276	1
Reliability	.208	2	.245	2	.238	2
Responsiveness	.192	3	.221	3	.192	3
Tangibility	.128	4	.133	4	.156	4
Empathy	.107	5	.122	5	.096	5

From Table 6.2, Bata (β) coefficient result indicated that all factors of service quality (include tangibility, reliability, responsiveness, assurance and empathy) of hypotheses 1, hypotheses 2 and hypotheses 3 were influence customer perceived value, customer satisfaction and brand image, respectively. Through Bata (β) coefficient rank result, it confirmed that assurance had the highest and empathy lowest positive influence on the customer perceived value, customer satisfaction and brand image in the five- sub service quality factors, respectively. The Shangri-La hotel should understand that assurance factor is most outstanding factor among other factors of service quality, which influence customer perceived value. Therefore, they should specially focus on more assurance factor, to improve customer perceived value of the hotel and to present better quality of the services to the customers. There is the researcher's suggestion for customer perceived value, customer satisfaction and brand image, respectively.

According to the result of hypothesis H1, H2, H3 the researcher would like to suggest that the service quality dimensions (included tangibility, reliability, responsiveness, assurance and empathy) positively affect customer perceived value, brand image and customer satisfaction of Shangri-la hotel in Bangkok. Considering the un-standardized Coefficients Bata (β), assurance has the highest (β) which is equal to

0.289 and it strongly affects customer perceived value, customer satisfaction and brand image of Shangri-La hotel. The researcher would like to suggest that the hotel administration should improve their HRM (Human resource management) department to train employees which can make them knowledgeable and better skilled which helps them to take decisions without error and eliminate equivocal statements. The researcher would like to suggest that to focus mainly on building strong assurance, so that the level of customer satisfaction increases; brand image of Shangri-la will be stronger and customers will perceive high in value. The result is supported by Raza et al., (2012); assurance was positively associated with customer satisfaction. The result is also supported by Nguyen and LeBlanc (1998); service quality is an antecedent of building a brand image. The result obtained is also supported by Eggert and Ulaga (2002); assurance had the positive influences with consumer perceived value.

Based on the results of hypothesis H1, H2, H3; reliability ranks second in service quality dimensions considering its beta coefficient in affecting customers perceived value, customer satisfaction and brand image. The researcher would like to suggest managers that not to promise more than their capacity in delivering a service. The researcher would also like to suggest management that to provide enough amenities to employee, so that they can help customers in time. The researcher would like to suggest that to control and manage website, billing system and other technical bolsters that can quell all the problems in the future. The researcher also suggests that to standardize the approach method in approaching customer regarding the problems and queries which can improve the reliability. The researcher would like to suggest that if reliability on Shangri-La and Shangri-La employee is more, then the level of customer satisfaction increases; brand image of Shangri-la will be stronger and customers will perceive high in value. The result is supported by Raza et al., (2012); reliability was positively associated with customer satisfaction. The result is also supported by Nguyen and LeBlanc (1998); service quality is an antecedent of building a brand image. The result obtained is also supported by Eggert and Ulaga (2002); reliability had positive influences with consumer perceived value.

Based on the results of hypothesis H1, H2, H3; responsiveness is third most important factor considering its beta value in service dimensions, influencing customers perceived value, customer satisfaction and brand image. The researcher would like to suggest that to have or maintain a good database to predict the number of customers in the future so they can recruit part-time employees to maintain service deliveries which improves responsiveness to customers. The researcher would like to suggest that to have a good availability of telephone line system has to be improved so that the customers can contact service provider easily and service providers respond promptly. The researcher would also like to suggest that enough training to be provided to employees, so that they comfort and solve problems of customers in a brunt situation. The researcher would also like to suggest that to focus on improving responsiveness of Shangri-La employee towards customers, so that the level of customer satisfaction increases; brand image of Shangri-la will be stronger and customers will perceive high in value. The result is supported by Raza et al., (2012); responsiveness was positively associated with customer satisfaction. The result is also supported by Nguyen and LeBlanc (1998); service quality is an antecedent of building a brand image. The result obtained is also supported by Eggert and Ulaga (2002); responsiveness had positive influences with consumer perceived value.

Based on the results of hypothesis H1, H2, H3; tangibility is one of the service quality dimensions which affects customers perceived value, customer satisfaction and brand image. Considering the beta value, it ranks fourth most influencing factor. The researcher would like to suggest that the management should appoint a strong quality control system, to check the tidiness of every room, wash room and all the environment of the hotel. The researcher also would like to suggest that to upgrade and maintain fitness equivalents, pools, and other leisure facilities which can improve the tangibility of the Shangri-La hotel. The researcher would also like to suggest that to focus on improving tangibility of Shangri-La, so that the level of customer satisfaction increases; brand image of Shangri-la will be stronger and customers will perceive high in value.

The result is supported by Raza et al., (2012); tangibility was positively associated with customer satisfaction. The result is also supported by Nguyen and LeBlanc (1998); service quality is an antecedent of building a brand image. The result obtained is also supported by Eggert and Ulaga (2002); tangibility had positive influences with consumer perceived value.

Based on the results of hypothesis H1, H2, H3; empathy is the least affecting factor considering its beta value influencing consumer perceived value, customer satisfaction and brand image. The researcher would like to suggest the management that to organize quarterly trip, monthly event, and weekly bonus to make the employee less stressful and enjoy working. The researcher also would like to suggest that a training of meditation, yoga, and some physical activities should be made compulsory for every staff regardless of the level to manage stress. A stressful employee cannot be emblematically respond to the customers. The result is supported by Raza et al., (2012); empathy was positively associated with customer satisfaction. The result is also supported by Nguyen and LeBlanc (1998); service quality is an antecedent of building a brand image. The result obtained is also supported by Eggert and Ulaga (2002); empathy had positive influences with consumer perceived value.

According to the result of hypothesis four, the researcher would like to suggest that consumer perceived value and brand image are positively affect towards the customer satisfaction. Considering the beta value, brand image can strongly effect customer satisfaction of Shangri-La hotel. The researcher would like to suggest that to improve the brand image of Shangri-La hotel by advertising about the history of Shangri-La is luxuries, tidiness and comfort. With the best marketing channel and delivering the same what has promise in the advertising which help building a strong image. Consumer perceived value affects the least considering its beta value. The researcher would like to suggest the management that to provide the best amenities and best service to feel customers perceived high in value which is positively affect the customer satisfaction. The researcher would also like to suggest that to focus on improving brand image and

perceived value of customers, so that the level of customer satisfaction increases. The result of this hypothesis is supported by Turkeyilamz et al., (2013); there was a significant positive influence of customer perceived value on customer satisfaction. The result of this hypothesis is also supported by Sriboonjit (2013); brand image had positive and important influence on customer satisfaction.

6.5 Further study

For developing the results of this research, several further studies would be able to conduct this investigation. This investigation will support the hotel industry. Similarly, the researcher would like to suggest other additional researches according to the study

Firstly, the investigator studied only the several specific variables. In this exploration, the researcher deliberated several independent variables such as service quality, customer perceived value and brand image that influence on dependent variable that is customer satisfaction. In further researches, the investigators would like to employ other independent variables to influence on customer satisfaction, such as price, promotion and so on.

Secondly, in this study the researcher studied about the customer satisfaction from both Thai and foreign customers of the Shangri-La hotel in Bangkok. For future study, other researchers may study for the customers of other nationalities, or the customers of the other hotels.

Thirdly, in this investigation the researcher studied about the customer satisfaction of the customers, who had accommodated at least one night and one time in Shangri-La hotel in Bangkok. For further study, other researchers can study for the customers, who have experienced staying at the hotel four to five times within five years in order to test the level of customer loyalty.

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Appendix A





QUESTIONNAIRE

This questionnaire is designed to obtain information for my research entitled “An Examination the Relationship between Service Quality, Perceived Value, Brand Image and Customer Satisfaction of a Five Stars Hotel in Bangkok, Thailand” for the purpose of research project for completion of Master of Business Administration at Assumption University. Please answer all the following questions in this questionnaire and thank you for your cooperation. The researcher collected data from customers of both Thai and foreign, both male and female who have been stayed at least one night in Shangri-La hotel in Bangkok.

PART 1: Screening Question

The researcher designed two answers: “Yes” and “No”. If the respondent's select “Yes”, they are permitted to take next part in this survey, but if they select “No” they will be skipped.

Have you ever stayed at least one night in Shangri-La hotel in Bangkok?

☐ Yes

☐ No

Part II: Independent Variables:

Please indicate by select from 1 to 5 which best reflects the degree of you satisfaction toward Shangri-La hotel service quality, brand image and perceived value. (1= strongly disagree, 2= disagree, 3= neither agree nor disagree, 4= agree, and 5= strongly agree)

Service quality

	1	2	3	4	5
Tangibles					
1. Shangri-La Hotel is near to the city and very convenient for transportation.					
2. The surrounding environment of Shangri-La Hotel is very nice.					
3. The price of Shangri-La Hotel is reasonable.					
4. Shangri-La Hotel has some suitable and adequate leisure facilities (e.g. sauna, pool, games).					
5. The communication facilities of Shangri-La Hotel are suitable and adequate.					
6. The lobby of Shangri-La Hotel is spacious and invited with well-maintained furnishings					
7. The bedroom of Shangri-La Hotel is welcoming and gives a relaxed atmosphere					
8. The bedroom of Shangri-La Hotel is roomy and clear					
9. The decoration and layout of the bedroom are good					
10.The room of Shangri-La Hotel has adequate facilities (e.g. TV, telephone, fridge, safe box, kettle)					
11. The bathroom of Shangri-La Hotel is clean and has good facilities.					
12. Shangri-La Hotel supply personal service items					
13. The restaurant of Shangri-La Hotel has a relaxed and comfortable environment.					
14. The restaurant service of Shangri-La Hotel is prompt and efficient.					
15. The dishes of Shangri-La Hotel are nicely prepared and					

presented.					
Reliability					
16. The staff of Shangri-La Hotel shows sincere interest in solving a problem for guest.					
17. Shangri-La Hotel services are performed correctly the first time					
18. Shangri-La Hotel services are provided efficiently and on time					
19. Shangri-La Hotel's check-in/out and other services are error free					
Responsiveness					
20. Shangri-La Hotel staff is helpful, polite, and friendly to help customers.					
21. Shangri-La Hotel staff is never too busy to respond to customers' requests					
22. Shangri-La Hotel customers are well informed about services and other facilities					
Assurance					
23. Shangri-La Hotel staffs behavior gives confidence to customers (e.g. Makes them feel important)					
24. Shangri-La Hotel staff is suitably dressed					
25. Shangri-La Hotel staff is consistently courteous with customers					
26. Shangri-La Hotel staff has ability and knowledge to answer customers' questions					
Empathy					
27. Shangri-La Hotel staff is both friendly and courteous, (e.g. give customers personal attention)					
28. Shangri-La Hotel provide some operating hours of the					

facilities for convenient customers					
39. Shangri-La Hotel has customers' best interests at heart					

Part II :Brand image

	1	2	3	4	5
30. Shangri-La Hotel has a long history					
31. Shangri-La Hotel has a very clean image					
32. Shangri-La Hotel is a comfortable and luxurious five star hotel					
33. Shangri-La Hotel staff is very kind and service attitude is very nice.					

Part III: Customer perceived value

	1	2	3	4	5
34. Shangri-La Hotel offers good value for money					
35. Shangri-La Hotel offers good quality accommodation					
36.I have really enjoyed my stay at Shangri-La Hotel					

Part IV: Dependent Variables:

Please indicate by select from 1 to 5 which best reflects your satisfaction toward Shangri-La hotel. (1= strongly disagree, 2= disagree, 3= neither agree nor disagree, 4= agree, and 5= strongly agree)

Customer satisfaction

	1	2	3	4	5
37.I am satisfied with staff's response and prompt services by Shangri-La Hotel					
38. I have really enjoyed myself at Shangri-La Hotel.					
39. I will recommend Shangri-La Hotel to my friends.					

Part V : Personal Information

40. Gender

____ Male ____ Female

41. Age

____ Less than and equal 20 ____ 21—30 ____ 31—40

____ 41—50 ____ More than and equal 50

42. Education level

____ Less than Bachelor degree

____ Bachelor degree/ in reading Bachelor degree

____ Master degree/ in reading Master degree

____ Doctor degree/ in reading Doctor degree

43. Marital Status

____ Single ____ Marriage

44. Occupation

____ Student ____ Business Sector Employee ____ Business Owner

____ Government Sector Employee ____ Other

45. Purpose of Trip

____ Business ____ Tourism/Holiday ____ congress/convention

46. Monthly Income

____ No income ____ less than and equal to 20000 Bath

____ 20001—30000 Bath ____ 30001—40000 Bath

____ 40001—50000 Bath ____ More than and equal to 50000 Bath

Appendix B



Reliability Analysis – Scale (ALPHA)

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

1. Tangibility of service quality dimension

Reliability Statistics

Cronbach's Alpha	N of Items
.765	15

2. Reliability of service quality dimension

Reliability Statistics

Cronbach's Alpha	N of Items
.774	4

3. Responsiveness of service quality dimension

Reliability Statistics

Cronbach's Alpha	N of Items
.668	3

4. Assurance of service quality dimension

Reliability Statistics

Cronbach's Alpha	N of Items
.805	4

5. Empathy of service quality dimension

Reliability Statistics

Cronbach's Alpha	N of Items
.818	4

6. Brand image

Reliability Statistics

Cronbach's Alpha	N of Items
.757	3

7. Customer perceived value

Reliability Statistics

Cronbach's Alpha	N of Items
.831	3

8. Customer satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.842	3

